

Total No. of Questions : 4]

SEAT No. :

P1747

[6032]-301

[Total No. of Pages : 2

S.Y.B.Com.

**231 : BUSINESS COMMUNICATION - I
(2019 Pattern) (CBCS) (Semester - III)**

Time:2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Fill in the Blanks (Any 5) [5]

- a) _____ is an exchange of facts, ideas, opinions, emotions by two or more persons.
 - i) Communication
 - ii) Coordination
 - iii) Community
- b) _____ is the short form for Biographical data.
 - i) Resume
 - ii) Bio-data
 - iii) Curriculum Vitae
- c) Reports, Letters and circulars are examples of _____ communication
 - i) Oral
 - ii) Non Verbal
 - iii) Written
- d) The person who asks questions to the candidate during the interview is known as _____
 - i) Interviewee
 - ii) Interviewer
 - iii) Student
- e) _____ of a business letter contains the name and address of the organization, Email Address, Telephone Number, Fax Number etc.
 - i) Reference
 - ii) Heading
 - iii) Subject

P.T.O.

f) _____ is the act of taking conscious control over the amount of time spent on specific activities.

- i) Etiquettes
- ii) Time Management
- iii) Problem solving

B) Match the following [5]

- | | |
|---------------------------|---|
| a) Psychological Barriers | i) Name and Address of Receiver of Letter |
| b) Clarity | ii) Your's faithfully |
| c) Inside Address | iii) Principle of Effective Communication |
| d) Problem Solving Skills | iv) Closed Mind |
| e) Complimentary Close | v) Act of finding a solution to a problem |

Q2) Write Short Notes (Any 2) [10]

- a) Oral Communication.
- b) Importance of Business Letter.
- c) Group Discussion.
- d) Essential Elements of Curriculum Vitae

Q3) a) Explain the Process of Communication [8]

b) Explain the Layout or structure of Business Letter. [7]

Q4) a) Explain meaning and importance of Listening [8]

b) Draft Job Application letter for the post of Assistant Accountant to Aishwarya Finance Ltd, 432, Varali, Mumbai. [7]

