

Total No. of Questions : 4]

SEAT No. :

P-5837

[Total No. of Pages : 2

[6142]-201

S.Y. B.Com.

231 : BUSINESS COMMUNICATION - I

(2019 Pattern) (Semester-III) (CBCS)

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]

- 1) In communication process, _____ is the media through which a message is conveyed.
 - a) Feedback
 - b) Channel
 - c) Noise
- 2) _____ of business letter contains the name and address of organization, Email Address, Telephone Number, Fax Number etc.
 - a) Reference
 - b) Heading
 - c) Subject
- 3) Conversation, speeches, oral presentations, dialogues and group discussions are the types of _____.
 - a) Speaking
 - b) Writing
 - c) Notes
- 4) _____ is the short form for Biographical data.
 - a) Resume
 - b) Bio-data
 - c) Curriculum Vitae
- 5) 'Closed mind' is included in _____ barrier to communication.
 - a) Psychological
 - b) Linguistic
 - c) Mechanical
- 6) An _____ interview is a kind of Grievance interview.
 - a) Exit
 - b) Entrance
 - c) Promotion

P.T.O.

- B) Match the following :** [5]
- | | |
|---------------------------|--|
| 1) Mechanical Barriers | a) Process of Communication |
| 2) Feedback | b) Line and Staff Communication |
| 3) Inside Address | c) Ability to complete task within time |
| 4) Diagonal Communication | d) Name and Address of Receiver of Letter |
| 5) Time Management Skills | e) Defects in devices used for communication |

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

- a) Non-Verbal Communication.
- b) Physical Appearance of Business Letter.
- c) Effective Listening.
- d) Elements of Curriculum Vitae

Q3) a) Explain the Principles of Effective Communication. [8]

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

Q4) a) Explain Do's and Don'ts of Group Discussion. [8]

b) Draft Job Application Letter for the post of Finance Manager to Varad Textile Ltd, 122, Shaniwar Peth, Pune. [7]

