

Total No. of Questions : 4]

SEAT No. :

**PB1298**

**[6224]-301**

[Total No. of Pages : 3

**S.Y. B.COM.**

**231 - Business Communication - I  
(2019 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Fill in the Blanks (Any 5):**

**[5]**

- a) \_\_\_\_\_ are obstacles that one may face when attempting to effectively communicate with another person.
  - i) Communication Barriers
  - ii) Communication Methods
  - iii) Communication Remedies
- b) Communication starts with\_\_\_\_\_.
  - i) Encoding
  - ii) Sender
  - iii) Feedback
- c) Details of enclosures mentioned\_\_\_\_\_.
  - i) Beginning of the letter
  - ii) Below the signature
  - iii) Right-hand side of the letters

***P.T.O.***

- d) \_\_\_\_\_ is the correct statement about development of soft skills of individuals.
- i) Soft Skills cannot be developed
  - ii) Soft Skills are irrelevant in personal development
  - iii) Soft Skills can be developed through training, practice and real-life experience.
- e) comparing to resume \_\_\_\_\_ is more academic oriented.
- i) Interview
  - ii) Curriculum Vitae
  - iii) Bio-data
- f) A job application letter should be\_\_\_\_\_.
- i) Funny
  - ii) Full of Mistakes
  - iii) Clear and concise

B) Match the following: [5]

Group 'A'

Group 'B'

- |                      |   |
|----------------------|---|
| a) Body Language     | i) Information about a person's personal and professional background. |
| b) Postscript        | ii) Language  |
| c) Soft skills       | iii) Problem solving  |
| d) Semantic barriers | iv) Message not included in the body of the letter                    |
| e) Bio-data          | v) Non - Verbal Communication   |

**Q2) Writ Short Notes (Any 2)**

**[10]**

- a) Principles of Communication
- b) Qualities of Business Letter.
- c) Importance of Soft Skills.
- d) Elements of curriculum Vitae

**Q3) a) Write meaning of the term 'Communication'. Explain in detail various Methods of Communication. [8]**

b) What is 'Business Letter'? Explain in detailed about 'Layout of Business Letter'. [7]

**Q4) a) Explain in detail various elements of Soft Skills. [8]**

b) Prepare a Job Application Letter to KML Ltd., Pune in response to an advertisement in 'The Times of India' for the post of 'Finance Manager'. [7]

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