

Total No. of Questions : 4]

SEAT No. :

PC997

[6315]-101

[Total No. of Pages : 2

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 indicate full marks.

Q1) A) Multiple choice questions. (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 are mentioned \_\_\_\_\_
  - i) Beginning of the letter
  - ii) Below the signature
  - iii) Right-hand side of the letter
- d) \_\_\_\_\_ is a systematic oral exchange of information, views and opinions about a topic, issues, problem or situation among members of a group who share certain common objectives.
  - i) Presentation
  - ii) Group discussion
  - iii) Group interview

P.T.O.

e) \_\_\_\_\_ is also known as Non-directed interview.

- i) Structured
- ii) Unstructured
- iii) Exit

f) A job application is addressed to the \_\_\_\_\_

- i) Candidate
- ii) Interviewer
- iii) Employer

B) Match the following.

[5]

**Group 'A'**

**Group 'B'**

- |   |  |
|---|--|
| a) Body Language                          | i) Size of the paper                               |
| b) Postscript                             | ii) Resume   |
| c) Soft skills                            | iii) Problem solving                               |
| d) Job application letter                 | iv) Message not included in the body of the letter |
| e) Physical appearance of business letter | v) Non-Verbal Communication                        |

**Q2)** Write short notes (Any 2)

[10]

- a) Principles of Communication
- b) Qualities of Business Letter
- c) Group Discussion
- d) Elements of Bio-data

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

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

**Q4)** a) What do you mean by the term 'Soft Skills'? Explain in detail need and importance of Soft Skills. [8]

b) Write a Job Application Letter to 'XYZ Ltd., Nashik in response to an advertisement in the 'Loksatta' for the post of 'Accountant'. [7]

