

Total No. of Questions : 4]

SEAT No. :

PD-892

[Total No. of Pages : 2

[6439]-1

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 indicates full marks.*

**Q1) A) Fill in the blanks (Any 5) : [5]**

- i) In the communication process, \_\_\_\_\_ is the media through which a message is conveyed.
  - a) Feedback
  - b) Channel
  - c) Noise
- ii) \_\_\_\_\_ of business letter contains the name and address of the organization, Email Address, Telephone Number, Fax Number etc.
  - a) Reference
  - b) Heading
  - c) Subject
- iii) The person who asks questions to the candidate during the interview is known as \_\_\_\_\_.
  - a) Interviewee
  - b) Interviewer
  - c) Student
- iv) \_\_\_\_\_ is the short form for Biographical data.
  - a) Resume
  - b) Bio-data
  - c) Curriculum Vitae

**P.T.O.**

- v) Conveying a message in spoken form is known as \_\_\_\_\_ communication.
- Oral
  - Written
  - Non Verbal
- vi) Your's faithfully is the example of \_\_\_\_\_.
- Complimentary Close
  - Salutation
  - Heading

- B) Match the following [5]
- |                           |  |
|---------------------------|--|
| i) Mechanical Barriers    | a) Principle of Effective Communication      |
| ii) Clarity               | b) Discussion among a group of people        |
| iii) Inside Address       | c) Ability to complete task within time      |
| iv) Group Discussion      | d) Name and Address of Receiver of Letter    |
| v) Time Management Skills | e) Defects in devices used for communication |

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

- Importance of Communication.
- Physical Appearance of Business Letter.
- Problem Solving Skills
- Elements of Curriculum Vitae

**Q3) a) Explain the Barriers 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 Accountant to Atharva Chemicals Ltd, 124, Sadashiv Peth, Pune. [7]

