



SHRI S. H. KELKAR COLLEGE OF ARTS, COM. AND SCIENCE, DEVGAD.
SEMISTER I END, NOVEBER 2023.

COURSE: BUSINESS COMMUNICATION-I
DURATION: 2:30 Hr.

UBMSFSI.

CLASS: FYBMS
MAX.MARKS:75

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

Q.1) A) Multiple choice questions (Any Eight)

(08)

1. Reports, memos, and letters are examples of communication.
a. Non- Verbal b. Verbal c. Semi-Verbal d. Oral
- 2) We are Physically, mentally and involved in the communication process.
a) Spiritually b) Orally c) Emotionally d) None of these.
- 3) Verbal andare two methods of communication.
a) Practical b) Oral c) Written d) Non- verbal
- 4) The speaker must stand before the audience in a / an Posture.
a) Erect b) Slouching c) Aggressive d) None of these.
- 5) Is a kind of personal essay that makes out a strong case for the applicant.
a) Resume b) Letter of recommendation c) Statement of purpose d) All of the above.
- 6) Report, Memos and letters are the examples of Communication.
a) Non- verbal b) Written c) Oral d) None of the above
- 7) All communications are the face to face communication.
a) Written b) Oral c) Formal d) Informal
- 8) Personal advice is form of.....communication.
a) Formal b) Informal c) Both a& b d) None of these
- 9) The encoded message is sent to the receiver through a
a) Mail b) Conferencing c) Medium d) None of these above
- 10) Is a reaction of a receiver.
a) Feedback b) Memo c) Assignment d) All of the above



Q.2) B) State following statements are true or false. (ANY SEVEN)

(07)

- 1) Educating and training does not benefit the organisations.
- 2) Hierarchy and status do impact on communication
- 3) Diagonal communication takes place between people of similar status of same organizations.
- 4) Grapevine is a rare kind of formal channels of communication in organization.
- 5) When a manager gives warning to a supervisor staff it is an example for upward communication.
- 6) Knowing the target audience is very important in communication.
- 7) High morale boost performance.
- 8) In this age of mobiles and computers, we do not need to write letters.
- 9) Silence speaks.
- 10) Grapevine is a formal, primary channel of communication.

Q.2)

A) Define communication. Explain and illustrate the process of communication.

(8)

B) What do you mean by downward communication? Explain its objectives and limitations of downward communications.

(7)

OR

C) Explain in brief objectives of communication.

(8)

D) What do you mean by horizontal communication? Explain its objectives and limitations of horizontal communications.

(7)

Q.3)

A) Explain different semantic or language barriers in communications.

(8)

B) Explain physical or environmental obstacles in business communication.

(7)

OR

C) Explain in detail psychological barriers in communication.

(8)



D) What is mean by listening? Explain process of listening.

(7)

Q.4)

A) Draft an job application letter with resume in reply to the following advertisement 'Wanted a Assistant Finance Manager for JALARAM TRADING CO. LTD., MUMBAI. Candidate must be post graduate in financial management with excellent financial knowledge and communications skills will be preferred. Knowledge of Hindi and English will be an added advantage. Experienced candidate will be preferred for the above post. Apply to The HR Manager, JALARAM TRADING CO. LTD., MUMBAI.. Write the letter in the full block layout.

(10)

B) Mr. Akshay Patil , has been offered the post of Marketing Manager(Digital), with CREMICA BISCUITS PVT. LTD. , JALNDHAR. Draft a Letter of Acceptance on him behalf. Write the letter in the Modified Block layout.

(5)

OR

C) Draft a Letter of application with curriculum Vitae for the post of Marketing Manager with CHANDRA PRODUCTIONS PVT. LTD., GOREGAON (WEST), MUMBAI. Use full Block Format.

(10)

D) Ms Shalini Patil, has been working as senior HR manager with NIRMAL INDUSTRIES LTD. JALGAON since, the last ten years and would now like to resign from her post to seek a better career opportunity. Draft a letter of resignation on behalf of her. Use semi Block Format.

(5)

Q.5) Write short notes (ANY THREE)

(15)

- 1) Need of business communications.
- 2) Feedback.
- 3) Silence in Communication
- 4) Video and Satellite Conferencing
- 5) Grapevine Communication.

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