



**SHRI S.H.KELKAR COLLEGE OF ARTS, COMMERCE AND SCIENCE, DEVGAD.  
(SINDHUDURGA)**

**SEMESTER-I, NOV 2023**

**COURSE: BUSINESS COMMUNICATION-I**

**CLASS: FYBBI**

**DURATION: 2. 30 Hrs.**

**COURSE CODE- UBIFSL**

**MAX. MARKS: 75**

**Q1A. choose the correct alternative (Any 8)**

**8**

1. Communication means \_\_\_\_ information, feeling and thoughts, with others.  
A. To receive.      B. Exchange of.      C. Conveying.      D. All the above.
2. Lateral communication is between  
A. Superior and subordinate.      B. Same cadre of personal.  
C. Subordinate and superior.      D. Among all.
3. Communication problems otherwise known as  
A. Enquire.      B. Barriers.      C. Encoding.      D. Decoding.
4. Informal communication is otherwise known as \_\_\_\_ communication.  
A. Grapevine.      B. Lateral.      C. Visual.      D. Horizontal.
5. Horizontal communication flows through \_\_\_\_  
A. Face-to-face discussion.      B. Telephonic talk.  
C. Periodical meeting.      D. All the above.
6. Gestural communication is a \_\_\_\_  
A. Non-Verbal Message.      B. Direct conversation.  
C. oral communication      D. Written.
7. Communication starts with:  
A. Encoding      B. Sender      C. Channel      D. Feedback
8. The number of key elements in the communication process is :  
A. Five      B. Six      C. Seven      D. Four
9. Diagonal communication is also known as:  
A. Cross ward communication      B. Horizontal communication  
C. Vertical communication      D. Any of the above
10. Receiving a sales order is an example of:  
A. Vertical communication      B. Horizontal communication  
C. Internal communication      D. External communication

**Q1B. State whether the following statements are TRUE or FALSE. (Any 7)**

**7**

1. Non-verbal communication is more reliable than verbal communication.
2. Gestures and body-language are non-verbal communication.
3. Expressions are part of written communication.
4. Written communication is the best for confidential matters.
5. The assistant manager of the Finance department discussing office matters with the assistant manager of the Production department is downward communication.
6. Most of the time advice forms part of upward communication.
7. Mistrust appears when there is poor superior-subordinate communication.
8. Warning carries with a sense of urgency and so require immediate action.
9. All oral communication is face to face communication.
10. Eye contact is very important during written communication.



Q2. A. Explain the horizontal communication 8

Q2.B. What is informal communication & Explain the Grapevine 7

OR

Q2. P. Explain the formal communication 8

Q2.Q. Explain the business etiquette 7

Q3.A. Define listening & explain barrier to listening 8

Q3.B. Explain the Process & types of listening 7

OR

Q3.P. Write the importance of business ethics 8

Q3. Q. Write the physical / environmental barriers 7

Q4A. Write the application letter for the post of junior accountant in Tata Motors for Pune branch. 8

Q4B. Write you own resume. 7

OR

Q4P. Explain the types of application letter. 8

Q4Q. Write the principles of effective letter writing 7

Q5.A. Explain the Visual Aids. 8

Q5 B. Explain the Audience 7

OR

Q5. Write the Short Notes (Any3) 15

1. Nonverbal communication
2. Communication Process
3. Presentation of technical data
4. Semi block form
5. Technical data.