SHRI S. H. KELKAR COLLEGE OF ARTS, COMM. & SCIENCE, DEVGAD

F. Y. B. COM. SEMESTER I EXAMINATION, Oct, 2023.

DURATION: - 3 HRS. BUSINESS COMMUNICATION MA

MAX. MARKS:-100

N.B.:- Attempt all questions. Figures to the Right indicate full marks for the question. 1. A. Explain the terms in 2 or 3 sentences. (Any 5) 10 i. Decoding ii. a symbol iii. Moral iv. Consensus vii. Evaluative Listening viii. E-mail etiquette B. Match the following 05 A В i. Ex-communication a. transforming ideas into message ii. Encoding b. from superiors to subordinates iii. facial expressions c. social punishment iv. Downward communication d. poor listening v. Dislike of speaker e. non-verbal communication C. Fill in the blanks in the following sentences with appropriate words. 05 i. The word, Communication means a. to make common with b. speak c. listen d. deliver ii. Ex-communication is a. reward b. process c. punishment d. ritual iii. Motivation is inner state of mind that for certain goals. a. informs b. Orders c. causes to act d. instructs iv.is strong assumption regarding own personality. a. Halo effect b. Self-image c. Abstracting d. Slanting v. Grapevine Stories spread very a. slowly b. quickly c. naturally d. gradually 2. Write short notes on any four of the following. 20 a. Upward communication d. Grapevine Communication b. Face to face communication e. Moodle in Education c. Importance of Feedback. f. Written Communication 3. Write a detailed answer on any two of the following. 20 a. Describe the concept of Business Ethics. b. Explain various types of physical barriers to communication. c. What are the major Barriers to proper listening?

4. Draft a reply to any one of the posts from following advertisements. 10

"Wanted immediately, 1. A typist cum clerk, capable of handling independent, correspondence. Or 2. Computer Programmer. Preference will be given to the fresh candidate. Apply giving full particulars and salary excepted to "Sudarshan Atomobiles Company, Saat-payari, Devgad."

5. Draft the letters on any four of the following.

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- a. You are applying to the University of Israel for the post-graduate study in Agriculture. Draft the Statement of Purpose to support your application.
- b. Draft the favourable recommendation reply to Western Maharashtra Electronics, Devgad, in respect of Miss. Kalpana Parab / Mr. Kalpesh Parab who has applied for the post of Salesman.
- c. Global Marketing, Kankavli has sent you the letter of appointment for the post of Computer Programmer. Draft the letter of acceptance to them.
- d. Mr. Rakesh Pawar resigns his job of Store Keeper in Sindhudurg Textiles, Kankavli to join the post of Markting Assistant in Mumbai. Draft the Resignation Letter on behalf of Mr. Rakesh Pawar.
- e. Miss Nupoor Sawant of your Marketing Department has worked hard and has increased the sales of cosmetic products in Mumbai. Write the letter of appreciation to her.

6. A. Write the paragraph on any one of the following.

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05

i. Annual Social Gathering

ii. Blood Donation Camp.

B. Read the following situation and answer question given bellow.

In the famous fast growing Dakhhan Construction Company, the workers were restless regarding Diwali Bonus. Restless workers gave ultimatum of 1st Nov. to the management. The Top Management decided to release the Bonus on the late night of 30th Oct.. The Management issued the notice on the website through internet. However, the heavy rains and storm had destroyed internet and telecommunication system. The worker's union declared the indefinite strike on 1st Nov. at 10 a.m. The workers union gets the notice on 2nd Nov. only after reestablishment of internet services.

Q. What is the exact problem? How will you avoid such situation?