



**SHRI S. H. KELKAR COLLEGE OF ARTS, COM. AND SCIENCE, DEVGAD**  
**FYBMS SEMISTER II EXAMINATION, APRIL 2023**

**COURSE: BUSINESS COMMUNICATION-II**

**(UBMSFSII.)**

**CLASS: FYBMS**

**DURATION: 2.30 Hours**

**MAX. MARKS: 75 Marks**

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

**Q.1) A) MULTIPLE CHOICE QUESTIONS ( Any Eight)**

**8 MARKS**

1. Presentations are an important component of ..... Communication in organizations.  
a) Oral                      b) Written                      c) Non- verbal
2. Presentations may be individual or ..... efforts.  
a) Single                      b) Partial                      c) Team
3. During a presentation, ..... Cues can make the effectiveness of your presentations.  
a) Non- Verbal                      b) Verbal                      c) Both
4. The group discussion ..... real life work place situations.  
a) Simulates                      b) Demotivates                      c) Reactions
5. Employers prefer to hire people with a ..... attitude.  
a) Neutral                      b) Negative                      c) Positive
6. An ..... interview to choose a suitable candidate for a job.  
a) Selection                      b) Exit                      c) Promotion
7. .... is the list of items to be discussed at a meeting.  
a) Agenda                      b) Notice                      c) Resolutions
8. .... is the minimum number of people required to conduct meeting.  
a) People                      b) Quorum                      c) Workers
9. The chairperson conducts and monitors the.....  
a) Meeting                      b) Conference                      c) Workshops
10. A conference may be divided into .....  
a) Parts                      b) Sessions                      c) Divisions



**B) STATE TRUE OR FALSE-**

**7 MARKS**

1. The Group Discussion is debate.
2. The interviewer should study the applicants resume in advance.
3. The candidate must arrive just in time for the interview.
4. The secretary records the proceedings of the meeting.
5. The notice is the list of items to be discussed at the meeting.
6. Quorum is the number of people at a meeting.
7. Teleconferencing means calling people for a conference using a telephone.
8. Conferences organized by professional bodies are called academic conferences.
9. Training conferences may be organized when a new product or technology is introduced.
10. Advertising and Public Relations are same.

**Q.2)**

- A) What is mean by presentations? Explain the principles of effective presentations.
- B) Explain in details the guidelines for effective presentations.

**8 Marks**

**7 Marks**

**OR**

- C) Explain importance of study of audience profile in presentation.
- D) Explain in details use of visual aids and power points for effective presentations.

**8 Marks**

**7Marks**

**Q.3)**

- A) What is mean by an interview? Explain in detail different types of interviews
- B) What is mean by meeting? Explain preparation and conduct of a meeting in organization.

**8 Marks**

**7 Marks**

**OR**

- C) Explain meaning, importance and different types of conferences in today's corporate world.
- D) Explain external public relations in details.

**8 Marks**

**7 Marks**

**Q.4)**

A) As the General Manager of MANGO Group of Hotels Pvt. Ltd. Mumbai, Write a letter of Inquiry addressed to Maharaja Clothing's Pvt. Ltd. Kolhapur, asking a quotation for 5000 bed sheets and 10,000 pillow covers. Use the complete Block layout.

**8 MARKS**

B) You had ordered five books from ABAZON- an online Book selling Company Three of the books in the package received by you were in a damaged condition. Write a letter of Complaint, asking for either replacement or a refund. Use The Modified block layout.

**7 MARKS**

**OR**



C) Draft a Letter of Inquiry from Orchid Hotels, Santacruz, Mumbai to SHYAM Electronics, Opera House, Mumbai asking about catalogue and price list of LED bulbs available in the market as they would like purchase in large quantity for their New Hotels . Use Full Block Layout. **8 MARKS**

D) Draft a complaint letter from Saraswati Saris, Malad , Mumbai to Jayam Saris Centre , Kochi, Kerala, complaining about delay in the delivery of ordered goods by them. Use modified block layout. **7 MARKS**

**Q.5) Write short notes (Any Three).**

- A) Personal Appearance during presentations.
- B) Group discussion
- C) Types of meetings
- D) Video conferencing
- E) Public relations

**15 MARKS**

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