

Pune Vidyarthi Griha's
College of Science & Technology
Regular Examination NOVEMBER 2023

Subject: BUSINESS COMMUNICATION

Marks: 75

Time: - 2.5 Hours

Class: FYBMS

Semester-I

Q.P.Code: UBMSFSI.4

Date:- 04/11/2023

Q.1) A) FILL IN THE BLANKS

(5 marks)

1. Know your ----- for effective communication.
a. neighbor b. friend c. audience
2. Encouraging employees to perform is called-----
a. motivation b. persuasion c. warning
3. Sentences in a ----- form unit.
a. paragraph b. essay c. letter
4. The traditional resume is called a -----resume.
a. chronological b. functional c. combined
5. ----- reveals the identity of sender.
a. salutation b. subject line c. head address

Q.1) B) DEFINE THE FOLLOWING

(10 marks)

- 1 Internet
- 2 Inventory
- 3 E mail
- 4 E - communication
- 5 depreciation
- 6 Book keeping
- 7 Bad debts
- 8 Capital
- 9 Advertising
- 10 Audit

Q.2) 1) write in detail about methods of communication.

(7 marks)

2) Explain about process of communication

(8 marks)

OR

1) What are the phone etiquettes.

(7 marks)

2) Explain in detail about dumping and e waste

(8 marks)

Q3) 1. Explain in details about semantic barrier in communication.

(7 marks)

2. Write in details about impact of technology advancement in communication

(8 marks)

OR

1. What are the advantages of listening skills (7 marks)
2. Write down the tips for effective listening. (8 marks)

Q4)

1) Wanted a sales representative for a reputed company in Bengaluru with experience of house-to-house sale the candidate must be able to speak Hindi English and Marathi fluently. Apply with detail biodata to box no. 960, Bengaluru times (10 marks)

2) Mrs Tara Sutaria has worked hard and proved his skills in sales target achievement. Write a letter of appreciation to her. (5 marks)

OR

1) Pankaj is seeking admission to Melbourne University. He has passed B.Com with 1st class and is finished his MBA. He Loves travelling and singing. Draft an SOP for him. (10 marks)

2) Ajay Verma has changed his residence from Mumbai to Calcutta. write a letter of resignation on his behalf. (5 marks)

Q5) Write short notes on (any 3) (15 marks)

- 1 characteristics of good listener
2. social media
3. psychological barriers
4. computer ethics
5. formal communication

-----ALL THE BEST -----