# VPM's B. N. Bandodkar College of Science, Thane
## F.Y.B.Sc. Semester I Examination, November 2017
## Course Code : USIDSSPD01

**Q. 1** **Answer the following**

a Explain the process of communication. 8

**OR**

a With examples, explain signs, Signals and symbols of communication 8

b What is Communication? Explain the importance of effective communication 7

**OR**

b Discuss the elements of communication. 7

c Explain the importance of Silence in communication 5

**OR**

c Write note on Communication using E-mail 5

**Q. 2** **Answer the following**

a Define business writing? Why learning business writing is important? 8

**OR**

a Write a letter to the Principal of the college informimg about your absence for next 7 days. 8

b List and explain the features of business communication. 7

**OR**

b What are the success factors of business presentation 7

c What is memo? Explain the structure of memo. 5

**OR**

c Write note on Use of Audio Visual Aids in communication 5

**Q. 3** **Answer the following**

a Write notes on : i) Postures ii) Gestures 8

**OR**

a List and explain types of communication barriers. 8

b Explain the importance of body language in effective communication. 7

**OR**

b Explain process of listening with advantages. 7

c Write note on Emotional Intelligence 5

**OR**

c Discuss in detail organizational barriers in the communication process 5

**Q. 4** **Attempt *any three* of the following** 15

a List and explain technology based communication tools

b Write note on Communication using Questionnaires

c What is business message? What are the types of business message?

d Write notes on: Top-to-Bottom communication

e What are the barriers to effective listening?

f Write note on Communication using E-mail

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