

11/10/19
Sem I

N.B.: 1. All questions are compulsory.

BUS. COMM

2. Figures to the right indicate full marks.

Q.1.A.Explain the following terms in 2-3 sentences (Any Five):

(10)

1. Open Salutation
2. Unsolicited Letters
3. Moodle
4. Decoding
5. Grapevine Communication
6. Business Etiquettes
7. Feedback
8. Upward Communication

Q.1.B.Match the following:

(05)

- | | |
|-------------------------|---------------------------------|
| 1. Silence | a. Trading |
| 2. Visual Communication | b. Study of Space |
| 3. Medium | c. Non-Verbal Communication |
| 4. Proxemics | d. Depends on nature of message |
| 5. E-Commerce | e. Pictures |

Q.1.C.Fill in the blanks choosing the best alternative from the ones given below: (05)

1. Resistance to change is a _____ barrier to communication.
a) Physical b) Cross-Cultural c) Semantic d) Psychological
2. _____ gives legal validity to a letter.
a) Subject Line b) Signature c) Confidential notation d) Enclosure block
3. _____ is a measure of the success of the message communicated.
a) Encoding b) Feedback c) Symbols d) Decoding
4. The science of body language is called ----- .
a) Jargon b) Kinesics c) Proxemics d) Para language
5. _____ scans the incoming emails.
a) Virus protection software b) Hardware c) Computer d) Scanner

Q.2. Write short notes on any Four of the following:

(20)

1. Process of Communication
2. Advantages and disadvantages of Social Media
3. Internet as Information Superhighway
4. Downward Channel of Communication.
5. Written Communication-Advantages and disadvantages
6. Importance of Communication in the Corporate World

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Q.3. Answer any Two of the following:

(20)

1. Explain the relevance of Business Ethics in organization and in Journalistic Media.
2. What are the Semantic Barriers to communication and explain ways to overcome them.
3. Discuss the importance of Listening Skill in communication and explain what prevents good listening and how one can improve good listening skills.

Q.4. Draft an Application letter with C.V. in response to an advertisement, to Box No.149, The Times of India for the post of a Senior Manager, Aptex Corporation Ltd., Mumbai. (10)

Q.5. Draft any Four of the following letters:

(20)

1. You are applying to the University of Melbourne for a Post-graduate research programme in Commercial Studies. Draft a Statement of Purpose (SoP) to accompany your application.
2. On behalf of Mr. Manu Paul, draft a letter of acceptance for the post of a Senior Accountant in Digital World, Pune.
3. Mr. Kishore wishes to resign from the post of Manager in Read India Publishing Firm, Mumbai due to unsatisfactory salary. Draft a resignation letter.
4. Draft a recommendation letter for your assistant in the Sales department who has given your name as referee in his application for the post of Sales Executive in another company.
5. Draft a letter of Appreciation to your assistant in the Accounts department who has worked tirelessly and meticulously during the time of Financial Audit.

Q.6.A. Write a paragraph on any ONE of the following:

(05)

1. Careers in Finance
2. Media and its impact on society

B. Study the following situations carefully and answer the questions that follow:

The newly appointed Branch Manager in Raymond Ltd. relied strongly on sending all communication through written communication as he believed it would act as a proof. He soon realized that some of his subordinates found it difficult to understand certain aspects of his communication and hence could not accomplish the tasks assigned to them satisfactorily.

1. Identify the barrier and what are the problems faced by the subordinates and the manager. **(03)**
2. What steps should be taken by the manager to overcome the barrier? **(02)**
