

(L)

FYBMS/BAF/BBI/BFM

XYGAGB

B.C.

15/10/20  
Marks  
75

Duration: 2.5hrs

**Note: All figures to right indicate full marks  
All questions are compulsory**

**I A] Fill in the blanks with suitable options: (Any Eight)**

**(8)**

1. \_\_\_\_\_ is the response given by the receiver to the sender's message.  
(Encoding/Decoding/Feedback)
2. Job satisfaction and success at work can give \_\_\_\_\_ to the employees.  
(Mistrust/Warning/Motivation)
3. \_\_\_\_\_ requires the conscious involvement of the listener.  
(Listening/Hearing/Speaking)
4. \_\_\_\_\_ is the tendency to take extreme positions avoiding a middle path.  
(Assumptions/Closed Minded/Polarisation)
5. A person's voice, tone and pitch is referred to as \_\_\_\_\_.  
(Etiquette/Paralanguage/Sound)
6. Organisations have several interconnected \_\_\_\_\_ of communication.  
(Channels/Instructions/Levels)
7. The Latin word \_\_\_\_\_ is the source for the word communication.  
(Communics/Communes/Communis)
8. Complimentary close is also called the \_\_\_\_\_.  
(Salutation/Subscription/Letterhead)
9. A Curriculum Vitae is commonly known \_\_\_\_\_.  
(Notice/Biodata/Circular)
10. The speaker must stand before the audience in a/an \_\_\_\_\_ posture.  
(Erect/Slouching/Aggressive)

**I B] State whether the following statements are True or False: (Any Seven)**

**(7)**

1. Intranet is confined to use within an organisation
2. The salutation is positioned just before the Body of the letter.
3. Email is a slow means of communication.
4. Hierarchy means grading according to the status or position in an organisation.
5. An order is a form of upward vertical communication.
6. Silence speaks.
7. Slanting in communication refers to bad posture.
8. Transparency is not an aspect of business ethics.
9. The Full Block Form has no parts written on the left hand side.
10. Sound files can be sent by SMS.

XY 9 A 6 B

- II A] Illustrate and explain the process of communication (8)  
B] List the advantages and disadvantages of oral communication (7)  
OR  
C] Discuss and explain in detail vertical communication (8)  
D] List and explain in brief non-verbal communication (7)
- III A] Explain any five objectives of communication (15)  
OR  
B] Explain Psychological Barriers (15)
- IV A] Draft an Application letter for the post of Bank Manger in response to a newspaper Advertisement. (Use the complete Block Layout) (10)  
B] Draft a Letter of Job Acceptance to Marshall Funds for the position Management Accountant. (Use the Semi Block Layout) (5)  
OR  
C] Write an Application letter with Curriculum Vitae for the post of an Assistant Production Manager in Excel Films Pvt. Ltd. (Use the complete Block Layout) (10)  
D] Draft a resignation letter to Vara Industries from the Post of Marketing Manager after working for seven years. (Use the Semi Block Layout) (5)
- V] Write short notes on the following: (Any three) (15)
1. Telephone Etiquette
  2. Cultural Barriers
  3. Personal Integrity at the workplace
  4. Importance of Feedback in Communication
  5. Types of Grapevine