

## Business Communication Semester I

Date:  
Timing:

Marks: 100

Note: 1) All questions are compulsory.  
2) Figures to the right indicate marks.

Q. 1) A) Explain the term in 2 to 3 sentences. (05 out of 08)

10 marks

1. Communication
2. Grapevine
3. Prejudice
4. Kinesics
5. Jargon
6. You attitude
7. Proxemics
8. Computer ethics

B) Match the following and rewrite:

05 marks

- | A                     | B  |
|-----------------------|--|
| A. Feedback           | a) Suitable for highly illiterate country        |
| B. Moodle             | b) Not willing to learn new things               |
| C. Oral communication | c) Necessary for effective communication         |
| D. Memo               | d) Modular object Oriented Dynamic Learning tool |
| E. Closed Mind        | e) Warning letter                                |

C. Select the correct option and fill the blank.

05 marks

1. Encouraging employees to perform is called \_\_\_\_\_.  
a. Persuasion    b. motivation    c. warning    d. suggestion
2. When a message is expressed using gestures or signs, it is \_\_\_\_\_ communication.  
a. Oral    b. verbal    c. non-verbal    d. written
3. Semantic barriers are also called as \_\_\_\_\_.  
a. Language    b. physical    c. psychological    d. cross-cultural
4. Effective speakers \_\_\_\_\_ for a moment before an important point.  
a. Pause    b. smile    c. frown    d. scream
5. A progressive organization will make use of \_\_\_\_\_ channel/s of communication.  
a. Single    b. Diagonal    c. Multiple    d. grapevine

Q. 2) Write any FOUR short notes: 20 marks

1. Benefits of effective communication
2. E-commerce and advantages of E-commerce
3. Colours as non-verbal communication
4. Upward communication
5. Telephone etiquettes

Q. 3) Answer any TWO of the following: 20 marks

- a) Describe psychological barriers to communication with examples.
- b) Explain what business ethics are. Elaborate on how corporate social responsibility helps in creating good will for the organization with examples.
- c) Listening is an art. How one can become a skillful listener?

Q. 4) Draft a reply in response to the following advertisement: 10 marks

Post: Account Executive

Location : Mumbai      Education : B.Com. / M.Com.      CTC Salary per month: 25 - 30 K

Job Profile: Back office cum Tally operator work in Sales Department for manufacturing company.

Candidate with experience in the same background will be preferred.

Apply with bio-data to ABC Manufacturing Ltd. , Plot No. 23, Andheri-Marol Naka, Mumbai – 35.

Q. 5) Draft the following letters (Any FOUR) 20 marks

- a) Mr. Arif Shaikh wishes to take admission for a postgraduate course in International Marketing to Ohio University. Draft the statement of purpose.
- b) Mrs. Vaishali Rane, a team member from your project has been selected for an overseas appointment because of her dedication towards the work. She has requested a recommendation letter from you. Draft a letter of recommendation.
- c) Ms. Sheetal Rao has been selected as Sales executive in Sunmedico Pharma Ltd. Write a letter of acceptance.
- d) Mr. Sunil Govindrao plans to relocate to Mumbai for personal reasons. Draft his letter of resignation.
- e) Mr. Mahesh Kale ,a sales person by his commitment has achieved 30% more than his annual sales target, resulting in increase in your company's overall sale by 10%. Write appreciation letter, declaring incentives to that employee.

Q. 6) A) Write a paragraph in about 150 words. (any ONE) 05 marks

- a) Green India, Clean India.
- b) The best memory of my childhood.

B) Read the following situation carefully and answer the questions given below: 05 marks

Soham, a college student, looking for a summer job, was hired as a cook at a nearby restaurant. Soham had no experience of working in kitchens, but the supervisor who hired him, explained that it wasn't necessary, because they would train him. On Soham's first day, he was paired with a Senior Line Cook by

the name of Mr. Manohar. Mr. Manohar wasn't especially thrilled with the idea of having to train a new guy on the busiest night of the week, and expressed his concerns to the manager. "You're our most senior employee, so that makes you the most qualified person to do the training." A frustrated Manohar didn't say much after that – and aside from giving Soham a nod of acknowledgement, his only words to him were "watch, and stay out of my way." By the time the main dinner rush hit, the entire kitchen line was bustling with activity and Manohar was doing his best to call orders, time out bills, and cook all at the same time. As more and more orders came in, the stress level in the kitchen had increased dramatically. It was at this point Manohar turned to Soham and barked, "I need you to run to the fridge and get me more meat!" Afraid to ask any questions, Soham quickly turned to look for the fridge, and as instructed, "ran" through the kitchen line to get more meat. A cook, unaware that Soham was coming through, turned to put up a dish, and collided with Soham. He never heard him coming.

1. Identify the barrier/s in this situation.
2. If an employee is good at their job, does that automatically make them a good trainer, do you agree with this view and why?
3. Is Mr. Manohar correct in his behaviour? Yes/No. Why?
4. Do the barriers exist on both the sides?
5. Explain the ways to overcome barriers identified in above mentioned situation.