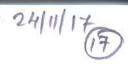
Business communication



Q.P. Code :19379

	[Time: Three Hours]		[Marks:100
	N.B: Please check whether you have N.B: 1. All question are compulsory.		
Q. 1 a)	Explain the following terms in 2-3 sentences: (any five)		
1 2 3 4 5 6 7 8	Twitter Non – Verbal communication Jargon Self-image Feedback Horizontal communication Silence Grapevine		
b)	Match the following:		05
c) 1. 2.	Fill in the blanks choosing the best alternative is an e-learning tool. a) Whats App b) Facebook c) Moodle d) Equation is an optional part of business learning to business lear	ellog etters.	05
3. 4. 5.	a) Date b) Inside address c) Letter head d Resistance to change is a barrie a) Physical b) Psychological c) Semantic d Communication takes place acre a) Upward b) Downward c) Diagonal d) H The Latin term is the source for a) Communis b) Communist c) Communal	r to communication.) Cross- Cultural oss the organizational hierarchy. Iorizontal the English word communication.	
Q. 2 a) b) c) d) e) f)	Write short notes on (Any Four) Downward Communication Body language Advantages of written communication Communication process Visual communication Social Media		20

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Q. 3	a) b) c)	Answer any two of the following: What are language barriers to communication? Suggest ways of overcoming them. Define listening. Discuss the different types of listening. Explain corporate social responsibility. How does an organization practice CSR.	20
Q. 4	A)	Draft a reply in response to the following advertisement. "Urgently required junior accounts executive for Star Mall, Mumbai. Candidates should be commerce graduates, familiar with the use of Tally. Candidates meeting the requirements should send in an application along with the resume within ten days to – Box No – 1236, The Times of India, Mumbai."	10
Q. 5		Draft the following letters : (Any Four)	20
	a)	You wish to take admission for a postgraduate course in Business Administration from a Canadian University. Draft the Statement of Purpose.	20
	b)	Draft a letter of recommendation for your Junior who is applying for the post of senior sales officer at Tata Textiles.	
	c)	You had received an offer for the position of an administrative officer in a private	
	d)	company. Draft your reply accepting the offer. Mr. Ramesh Shah plans to relocate to Pune for personal reasons. Draft his letter of resignation.	
	e)	Mr. Naresh Singh of the Accounts department has worked overtime and achieved his sales target. Draft a letter appreciating him.	
Q. 6	A)	Write a paragraph in about 150 words (any one)	05
	i)	Green Environment	
	ii)	My Ambition	
	B)	Read the following situation carefully and answer the question given below: Ms. Vidya Sinha is a dedicated senior manager at TESCO Software Pvt Ltd. She has to her credit twenty five years of service and is very loyal to the organization. She has fixed ideas of getting work done. In her enthusiasm, she constantly conveys work related orders and instructions to her subordinates. Her subordinates respect her sincerely but dislike her constant interference. This has resulted in many young employees resigning from the organization.	
	i)	\$4,500,1200,100,100,100,100,100,100,100,100,	03
	ii)	- 선생님이 ^	02
