

**FYBMS/SEM I/Regular/BC-I**

**Time: 2½ hrs.**

**Marks:75**

- Note:**
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.

**Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. ( Attempt any 8) (08)**

- (1) \_\_\_\_\_ Communication takes place between people of the same status in the same organization.  
(Parallel / Horizontal / Diagonal / Vertical)
- (2) Professional advice is known as \_\_\_\_\_.  
(Expertise / Specialese / Professionalese / Specialism)
- (3) \_\_\_\_\_ is the last stage in the Process of Communication.  
(Idea / Channel / Feedback / Completion)
- (4) A \_\_\_\_\_ is a movement of the head, hand, legs, and shoulders to communicate an idea.  
(Posture / Gesture / Stature / Style)
- (5) An enclosure is a/an \_\_\_\_\_.  
(attachment / subject line / date line / reply line)
- (6) The speaker must stand before the audience in a/an \_\_\_\_\_ posture.  
(erect / aggressive / slouching / leaning)
- (7) Barriers that arise because of differences in culture are known as \_\_\_\_\_.  
(Socio-cultural / Sociological / Socio-psychological / Physical)
- (8) Communication is derived from two Latin words, communis and \_\_\_\_\_.  
(confirm / communicate / comment / collect)
- (9) \_\_\_\_\_ is a merger of the two words 'Web' and 'Broadcast'.  
(Webbroad / Wedcast / Webcast / Wecast)
- (10) \_\_\_\_\_ is one of the C's of Communication.  
(Calculative / Courtesy / Confidence / Colourful)

**(B) State whether the following statements are true or false. ( Attempt any 7) (07)**

- (1) In a letter, the Attention line has a legal significance.
- (2) ATM stands for Automated Teller Machine.
- (3) Johannes Gutenberg invented the Printer.
- (4) A medium is required to send a message.
- (5) Internet is confined to use within an organization.
- (6) Human communication is a temporary activity.
- (7) Give and receive business cards face upwards.
- (8) Consensus is general agreement of opinion.
- (9) Job satisfaction and success at work can give motivation to employees.
- (10) Posture is the manner in which a person holds his/her body.

**Q.2 (A) Define Communication. Explain the Communication Process with the help of a labelled diagram. (07)**

**(B) Discuss the advantages and disadvantages of Written Communication. (08)**

**OR**

- Q.2 (C) Discuss 'Silence' and 'Posture' as methods of Non-verbal communication. (07)  
(D) List any four advantages and disadvantages of technological advancements in communication. (08)
- Q.3 (A) Explain the term Business Ethics with special reference to Corporate Social Responsibility. (15)
- OR
- Q.3 (B) List and explain the advantages, disadvantages, and common patterns of Grapevine Communication. (15)
- Q.4 (A) Draft a Letter of Application with CV in reply to the following advertisement: (10)
- 'Wanted a Senior Clerk for Growing Wealth Pvt. Ltd., Mumbai. Finance graduate with good communication skills and with a minimum experience of five years would be preferred. Knowledge of TALLY is a must.' Use Full Block layout.
- (B) Ms. S. M. Shah has received an offer for the post of Senior Sales & Marketing Manager at MediaTroupe Pvt. Ltd. Write a Letter of Job Acceptance on her behalf. Use Modified Block layout. (05)
- OR
- Q.4 (C) Draft a Letter of Application with Curriculum Vitae for the post of Senior Legal Manager at Hotel Regal International. Use Complete Block layout. (10)
- (D) You have decided to resign from Cloud InfoTech, Mumbai due to personal reasons. Write a Letter of Resignation informing your employer of your decision. Use Semi Block layout. (05)
- Q.5 **Write short notes on ( Attempt any 3)** (15)
- (1) Rules for effective listening
  - (2) Mobile Phone Etiquette
  - (3) Dress and Grooming
  - (4) Video Conferencing
  - (5) Boosting Morale as an Objective of Communication

---X---