

# HERAMB COACHING CLASSES

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**FYBCOM/Business Communication    Marks:100    Duration:3Hr    Date: 08/11/17**

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Note: All Questions are compulsory.

Q.1. (A) Explain the following terms in 2-3 sentences: (any 5) (10)

- |                    |                |                         |                       |
|--------------------|----------------|-------------------------|-----------------------|
| 1) Post Script     | 2) Jargon      | 3) Whatsapp             | 4) Marginal Listening |
| 5) Meal Etiquettes | 6) Letter Head | 7) Completeness in 7c's | 8) Auditory Signals   |

(B) Match the following: (5)

**Group A**

1. Moodle
2. Proximics
3. Closed Mind
4. Good listening
5. Hanging Style

**Group B**

- a) No room to learn new things
- b) Needs mental discipline
- c) Suitable for promotional letters
- d) E-learning tool
- e) Study of space

(C) Fill in the blanks: (5)

1. One of the greatest advantage of \_\_\_\_\_ communication is that it creates records.  
(oral, non-verbal, written, visual)
2. A barrier refers to \_\_\_\_\_.  
(pleasure, education, obstacle, journey)
3. Semantic barriers are also called as \_\_\_\_\_.  
(language barrier, physical barrier, psychological barrier, cross culture barriers)
4. Listening is a \_\_\_\_\_ effort by the receiver to perceive and understand the message.  
(unconscious, conscious, universal, passive)
5. In \_\_\_\_\_ form of layout most parts are aligned with the left margin.  
(full block, semi block, modified, hanging)

Q.2. Write short notes on: (any 4) (10)

1. Role of internet in Business communication
2. Face Book
3. Grapevine
4. Surrogate advertising
5. The modified block letters

Q.3. Answer the following: (any 2) (20)

1. What do you mean by communication. Explain the process of communication with diagram.
2. Explain meaning and importance of listening skills. Explain the types of listening.
3. What do you mean by barriers to communication. Explain physical barriers in details.

Q.4. Draft an application letters in reponse to the following advertisement (10)

“wanted fresh graduade preferable commerce graduate for a glass manufacturing company based in panvel. The candidate should have additional knowledge of Tally. Apply,with Resume, to Box 12, The Hindustan Times,Mumbai-21”.

Q.5. Draft the following letters (any 4)

(20)

1. You want to apply for the Masters degree in business Economics at oxford University. Draft the Statement of purpose.
2. draft a appreciation letter to your colleague for his wonderful performance in sales for the month ended oct-17
3. Mr. Prabhakar joshi has been offered the post of Branch Manager with Godrej Electricals ltd. Draft a letter of acceptance on his behalf.
4. Mr. Chris willey has changed his residence from churchgate to karjat. Draft his letter of resignation from the post of Area Sales Manager with JK Tyres.
5. Mr. Hari Prasad Choubey has applied for office asst. with Neelkamal Plastics. His interview went good and the organization wants to offer him the job. Please write the job offer letter in your own words.

Q.6.(a) Write a paragraph in about 150 words (any 1)

(5)

1. Types of Job Application letters
2. Your First day at College
3. Women Empowerment

(b) Read the following paragraph carefully and answer the questions given below:

(5)

The Regional Manager of Tata Tea, Mr. Joe Broad, Found that his instructions were not carried out properly by the employees. He thought that the employees were not qualified enough to follow his instructions. So, he tried hiring highly qualified employees. But, the problems occurred again. Soon, Joe Broad realised that the employees were unable to understand his distinctly American accent. Joe Broad, took care to speak slowly using short sentences and simple languages, besides repeating a couple of times.

- (1) Identify the barrier. What are the problems faced by the regional manager due to the barrier. (3)
- (2) What are the steps taken by Joe Broad to overcome the Barrier. (2)

**ALL THE BEST**