

HERAMB COACHING CLASSES

Yogeshwar Tower, Katemanivali, Kalyan (E)

F.Y.BCOM/ Business Communication

Marks: 100

Duration:3 Hours

Date: 18/11/2018

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

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|----------------|--------------------------------|----------------|----------------------|
| 1) Post Script | 2) Solicited Job Offer Letters | 3) Twitters | 4) Channel |
| 5) Colour | 6) You Attitude | 7) Correctness | 8) E-mail Etiquettes |

(B) Match the following: (5)

- | (A) | (B) |
|--------------------------|-------------------------|
| 1) Physical Barriers | 1) Jargon |
| 2) Technical Terminology | 2) Immediate Response |
| 3) Clarity | 3) Communication Tools |
| 4) Oral Communication | 4) Noise |
| 5) Social Media | 5) C's of Communication |
| | 6) Dear Sir |
| | 7) Half Truths |

(C) Fill in the blanks: (5)

- 1) Moodle is a tool for -----.
(Twitters, E-learning, What's up, Facebook)
- 2) Notices and Circulars are examples of ----- communication.
(Upward, Downward, Grapevine, Horizontal)
- 3) ----- is a form of non-verbal communication.
(Letters, Reports, Circulars, Facial Expression)
- 4) ----- gives legal validity to a letters.
(Subject line, Signature, Inside address, Enclosure)
- 5) ----- is the response given by the receiver to the senders message.
(Encoding, Decoding, Feedback, Medium)

Q.2 Write short notes on: (any 4) (20)

- 1) Surrogate Advertising
- 2) Diagonal Communication
- 3) Blogs- As a means of Communication
- 4) Office Etiquettes
- 5) Cellular Phones- Advantages and Disadvantages
- 6) Importance of Feedback

Q.3 Attempt any 2 from the following: (20)

- 1) What do you mean by Hearing and Listening? Explain the Common Barriers to effective listening.
- 2) What do you mean by Communication? Explain the Process of Communication with diagram.
- 3) What do you mean by Psychological Barriers? Explain 5 Psychological Barriers.

Q.4 Draft an Application letter in response to the following advertisement: (10)

“Looking for experienced Branch Manager at Surat for ‘Zakkas Sarees’. The applicant should be MBA in marketing. Apply with Resume, to Box No. 100, The Hindustan Times, Mumbai-38.”

Q.5 Draft the following letters: (any 4) (20)

- 1) You are applying for the Masters Degree in HR at J.B.Business School, Chandigarh. Draft the Statement of Purpose.
- 2) Mrs. Kokila Jamkudiya has been offered the post of Fashion Designer with ‘Tu Tera Dekh Ltd.’ Draft a letter of acceptance on her behalf.
- 3) Mr. Andre Doglopavlo has changed his residence from Shelu to Safale. Draft the letter of resignation from the post of Sales Executive at ‘Chalo Ishq Ladaye’ Pvt. Ltd.
- 4) Mrs. Rubikolov Radavaska from HR dept. in your Firm has worked hard and proved her Skills in Contributing the success of the firm. Write the letter of appreciation to her on behalf of ‘Kabhi Khushi Kabhi Gum’ Ent.
- 5) Draft a recommendation letter for your marketing asst. who has given your reference in his application for the post of Marketing Manager with ‘Shola Aur Shabnam’ Ltd.

Q.6 (A) Write a paragraph in about 150 words: (any 1) (5)

- 1) Women Empowerment.
- 2) First Day at College.

(B) Read the following situation carefully and answer the question given below:

The Regional Manager of a 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 sentence and simple language, 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)

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