

Total No. of Questions : 4]

SEAT No. :

PA-1892

[Total No. of Pages : 2

[5953]-102

B.B.A.

102 : BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Write answers in 20 words (Any 5) :

[10]

- a) Salutation means _____.
- b) Methods of downward communication.
- c) Essentials of effective communication.
- d) Limitations of oral communication.
- e) Grapevine communication means _____.
- f) Advantages of tele-conferencing are _____.
- g) Limitations of voice mail are _____.

Q2) Letter writing (Any three) :

[15]

- a) Write Enquiry letter about the price and time of delivery for the office furniture.
- b) Draft a letter asking for credit and giving references.
- c) Write complaint letter to Raj Electronics, Green Park, Mumbai, about receipt of wrong goods.
- d) Draft a sales letter to promote Air Conditioner.

P.T.O.

Q3) Write answer (Any 1) : **[10]**

- a) Explain in detail the components and layout of business letter.
- b) What are the Barriers in Communication? How will you overcome the barriers in Communication?

Q4) Write Short Notes (Any three) : **[15]**

- a) Demerits of informal communication.
- b) Advantages of Body Language.
- c) Need of oral communication.
- d) Complimentary close
- e) Email



Total No. of Questions : 4]

SEAT No. :

P2059

[Total No. of Pages : 2

[5802]-102

F.Y. B.B.A.

(102) BUSINESS COMMUNICATION SKILLS

(2019 Pattern) (CBCS) (Semester - I)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Draw diagrams wherever necessary.
- 3) Figures to the right side indicate full marks.

Q1) A) Objective / MCQ.

[5]

Fill in the blanks from given options :

- i) The first step in planning of letter writing is _____.
 - a) Know Purpose of Message
 - b) Choose ideas to include
 - c) Analyze you audience
 - d) Collecting all the relevant fact
- ii) Which of these is the third element of communication _____.
 - a) Sender
 - b) Channel
 - c) Message
 - d) Receiver
- iii) Which is main barrier to listening _____.
 - a) Physical Barrier
 - b) Linguistic Barrier
 - c) Cultural Barrier
 - d) Physiological Barrier
- iv) While drafting a letter, one should choose the right _____.
 - a) Kind of Message
 - b) Right Style
 - c) Tone Approach
 - d) All of the Above
- v) Fax can be _____.
 - a) Digital
 - b) Electronic
 - c) Analog
 - d) Both a) and b)

P.T.O.

- B) Answer in one line : [5]
- i) Which is informal type of communication?
 - ii) Decoding means....
 - iii) Define written communication.
 - iv) What do you mean by business promotion letter?
 - v) Describe voicemail.

- Q2) Letter Writing (Any three) :** [15]
- a) Write job application letter for the post of management trainee in a logistic company.
 - b) Draft a layout of a business letter explaining the heading in it.
 - c) As a sales head, draft a sales letter to promote the sale of air conditioner.
 - d) Draft a circular letter from a newspaper publisher addressed to customers about the new edition of newspaper.

- Q3) Long answer (Any one) :** [10]
- a) Explain in detail the various barriers in communication.
 - b) Elaborate the principles of communication.

- Q4) Write Short Notes (Any three) :** [15]
- a) Paralinguistic
 - b) Grapevine
 - c) Email
 - d) Physical Appearance



[Total No. of Questions: 4]

SEAT No. : 52103

First Year B.B.A.

112: BUSINESS COMMUNICATION SKILLS

(CBCS 2019 Pattern) (Semester-I)

[Time: 2½ Hours]

[Max. Marks: 50]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks

Q 1) Write answer in 20 words (any 5):

[10]

- a) Business Communication
- b) Limitation of oral communication
- c) Grapevine communication means
- d) Advantages of social Media
- e) Salutation Means-----
- f) Body Language
- g) Grapevine Communication.

Q 2) Letter Writing (Any Three):

[15]

- a) Draft an Order to m/s Ashiward electronics Mumbai, from J.D. Electronics Sadashiv Peth, Placing order for various types of T.V. Set
- b) Write a complaint Letter to Siddharth Stores Kolhapur, on behalf of Rajeshree Departmental MIDC, Pune regarding mistakes in the invoice sent.
- c) Write Job Application Letter to the Senior Officer, Goodluck Company Ltd. Pune, in response to advertisement in daily Sakal News Paper for the Post of Human Resource Manager.
- d) With the reference to an advertisement in the 'Times of India' a Letter to Sheela Furniture Ltd. Enquiring about the price and the type of the Office furniture.

Q.3 Write Answer (Any 1) :

[10]

- a) Explain in details the components and layout of business letter.
- b) What is Communication? Explain the Process and importance of Communication.

P.T.O.

Q.4) Write Short Notes (Any Three)

[15]

- a) Merits of formal communication
- b) Advantages of Body Languages.
- c) Need of Oral Communication.
- d) E-mail
- e) Disadvantages of Voice Mail.