

Anjuman Islam Janjira Degree College of Science
Murud-Janjira, Raigad-402401
Affiliated to University of Mumbai

Class: - F.Y.B.A.F.	Subject: - Business Communication-I
Semester: - I	Course code: - UA-FFSI.4
Exam Event: - Additional Exam Summer 2024 (FH)	Marks: 75
Date: - 21/03/2024	Duration: - 2 Hours 30 Mins

N.B:

1. All questions are compulsory.
2. **Figures** to the right indicate full marks.
3. Use of log-table/nonprogrammable calculator is allowed.
4. Answer for the same question as far as possible should be written together.

Q1. A) Match the following columns. (any eight)

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Group ' A '	Group ' B '
1. Piracy	i. Social Distance
2. Noise	ii. Intellectual Property
3. Communis	iii. Visual
4. C's of Communication	iv. Idea
5. Message	v. Completeness
6. Hearing	vi. To make common
7. Medium	vii. Language barrier
8. Status Block	viii. Physical barrier
9. IP	ix. Theft on high seas
10. Semantic barrier	x. Involuntary act

B) State whether following sentences are True or False. (any seven) `

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- 1) When a manager advises a subordinate it is a type of Upward Vertical Communication.
- 2) Sending a fax message is equivalent to sending a photo copy.
- 3) Time zone differences in different parts of the world results in psychological barrier to communication.
- 4) Listening is purely a physical activity.
- 5) The problem of child labor exists all over the world.
- 6) In the Full Block layout of a Business Letter, all parts of the letter are left aligned.
- 7) Formal communication is time consuming and expensive.
- 8) An order is a form of Upward Vertical Communication.
- 9) Corporate Social Responsibility is a voluntary endeavor in India.
- 10) The Semi Block layout combines tradition and modernity in Business Letter Writing.

Q.2 Attempt any one of the following.

15

- A. 1. What are 8 principles of effective communication?
 2. Explain 7 C's of Communication.

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OR

- B. 1. Explain different types of Communication
 2. What is E-mail? State its advantages and disadvantages.

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Q.3 Attempt any one of the following. **15**

- A. 1. What is Business Ethics? What are the characteristics of Business Ethics? **07**
2. What are different ethical challenges in business relating to business ethics and media? **08**

OR

- B. 1. Explain ten thumb rules for good listening. **07**
2. What do you mean by Listening? Explain different types of Listening? **08**

Q.4 Attempt any one of the following. **15**

- A. 1. Explain need & importance of Business letter writing. **07**
2. Explain Parts of Business Letter. **08**

OR

- B. 1. Write a Letter of Application in response to the following advertisement:
'Wanted a Trainee Manager for a reputed Company. Graduates may apply to Box No. 6795, The Times of India, Mumbai 400 001' (Use the Complete Block Layout) **08**
2. Draft a Letter of Job Acceptance on behalf of Mr. Khanna for the post of a Senior Supervisor in a multinational company. **07**

Q.5 Write Short Notes (Any 3) **15**

- 1) Note on Formal Communication
- 2) Surrogate Advertising
- 3) Child Labor
- 4) Ways to Overcome Barriers to Communication
- 5) E-mail Format