

# Business communication

Q.P. Code : 779800

(2½ Hours)

[ Total Marks :75

**N.B. :** (1) All questions are compulsory.

1. (A) Match the Columns (Any Eight) :-

- |                           |                          |
|---------------------------|--------------------------|
| (1) Physical Barrier      | (a) Documents Attached   |
| (2) Charts and Graphs     | (b) General Agreement    |
| (3) Enclosure             | (c) Sales Objective      |
| (4) Technical Terminology | (d) Jargon               |
| (5) Clarity               | (e) Dear Sir             |
| (6) Consensus             | (f) Body Language        |
| (7) Persuasion            | (g) C's of Communication |
| (8) Salutation            | (h) Language Barrier     |
| (9) Kinesics              | (i) Noise                |
| (10) Homonyms             | (j) Visual Communication |

(B) State whether the following statements are True or False (Any Seven):- 7

- (1) The sender and the encoder may be two different persons.
- (2) A message and a communication are the same.
- (3) Grapevine is an informal, secondary channel of communication.
- (4) Silence is an effective method of communication.
- (5) The process of communication begins with a medium and channel.
- (6) A sign and a signal are the same.
- (7) Colours convey many direct and indirect messages.
- (8) Written communication has legal value.
- (9) Sending a FAX message is equivalent to sending a photo copy.
- (10) The Inside Address is a compulsory part of a business letter.

2. (a) Explain and illustrate the Process of Communication. 7
- (b) List any four advantages and disadvantages of technological advancements in communication. 8

**OR**

- (a) List the advantages and disadvantages of Grapevine communication. 7
- (b) List and explain the advantages and disadvantages of Internet. 8

**TURN OVER**

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**2**

3. Distinguish between Listening and Hearing. List and explain the common barriers to effective listening. **15**

**OR**

Explain the term Business Ethics with special reference to Personal Integrity at the Workplace. **15**

4. (a) Draft a Letter of Application with Curriculum Vitae for the post of an IT Administrator at Cloud Computech, Use the Complete Block layout. **10**  
(b) Mr. Kuber Sharma has been offered the post of an IT Administrator in Cloud Computech. Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout. **5**

**OR**

- (a) Draft a Letter of Application with Curriculum Vitae for the post of an Accounts Manager in Kalkaji Films Pvt. Ltd. Use the Complete Block layout. **10**  
(b) Mr. Hiralal has been working as an Accounts Manager with Kalkaji Films Pvt. Ltd. since the past five years and would now like to resign from his post. Draft a Letter of Resignation on his behalf. Use the Semi Block layout. **5**

5. Write short notes on the following (Any Three):- **15**
- (a) 'You' Attitude
  - (b) Motivation as an Objective of Communication
  - (c) Surrogate Advertising
  - (d) Communication by Silence
  - (e) Office Etiquette