

Duration: 3 Hours

BE1603MBC

Marks: 100

All questions are compulsory.

Marks are indicated on the right hand side.

-
- Q1. Short Notes: (any 3/5) 15M**
1. Impact of Technological Advancements on Communication
 2. Methods of Upward Communication
 3. Advantages of Oral Communication
 4. Handshake Etiquettes
 5. Limitations of Written Communication
- Q2. A. Answer the following questions: (any 2/3) 15M**
1. List out the different Personal or Socio-psychological Barriers to communication.
 2. What are the different types of Listening?
 3. What is the importance of Business Ethics in Business?
- Q2. B. Answer the following questions: (any 1/2) 15M**
1. How to overcome barriers?
 2. Explain what Corporate Social Responsibility is.
- Q3. Answer the following question: 15M**
- Write a cover/application letter for the following advertisement using a full block form:
"Wanted a Bookkeeper for ABC Pvt. Solutions with an experience of more than 5 years, well-versed with the accounting standards, and a knowledge of the recent changes in governmental regulations. Write to Box No. P-156, the Times of India, Mumbai - 400001. Attach your resume with the same."
- Q4. Answer the following questions: 10M**
1. You are Vijendra Rathod. You want to pursue a Masters in Communication at Arizona State University, USA. Draft the statement of purpose.
- Or**
2. Shravni has been offered a better position and salary at a new company as Associate Manager. Draft a letter of resignation for her using semi block form.
 3. Sunil has been offered the post of General Manager in Stika Ltd. Write a letter of acceptance on his behalf using modified block form.
- Q5. Paragraph Writing: (any 1/2) 10M**
1. My favorite hobby
 2. If I had magical powers
- Q6. Answer the following questions: 20M**
1. **Explain the terms: (10M)**
 - a. Non-verbal Communication
 - b. Kinesics
 - c. Proxemics
 - d. Consensus

- e. Morale
- f. Feedback
- g. Oral Communication

2. Fill in the blanks:

(5M)

- a. — are business lifelines and their concerns are vital and must be addressed.
(shareholders, customers, board of directors)
- b. Encouraging employees to perform is called —.
(persuasion, motivation, suggestion)
- c. Know your — for effective communication.
(neighbor, friend, audience)
- d. Effective speakers — before an important point.
(pause, react, smile)
- e. — is a result of self-discipline, inner trust, and a decision to be relentlessly honest in all situations
(exercise, integrity, work)

3. True or False:

(5M)

- a. Quality of stationery is important in business communication.
- b. The conventional form of resume is appropriate for all types of applicants.
- c. Video conferencing can be done through the internet.
- d. Use a computer for false propoganda to ensure your individual growth.
- e. An oral warning is a soft warning.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX