



# AJEENKYA

## D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: SOM-ICRI

Program: BBA in Aviation Management

Course: Business Communication Skills

Course Code: GEX107

Semester: One

Max Marks: 50

Duration (mins): 120 mins

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- Note: 1. Figures to the right indicates full marks.  
2. Attend any one question which indicates 'OR'.

Q.1) Define Communication. Explain process and importance of Communication. (10)

Q.2) (A) What do you mean by Written Communication? State and explain merits and limitations of Written Communication. (10)

OR

(B) What is Business Letters? Explain structure or layout of Business Letter.

Q.3) (A) Young energetic fresh graduates required for Sales and Accounts work in our group of companies. Write with biodata a letter of application to the General Manager, Vimal Boards Limited., Das Chambers, 40 Dalal Street, Mumbai-400 011 (10)

OR

(B) Write any Two of the following letters:

- Draft a letter of resignation addressed to the manager, Shivaji Cotton Mills.
- Write a sales letter to promote the sales of a washing machine.

- Write a Job Acceptance letter with reference to the appointment letter for the post of an Accountant.

Q.4) What is communication model and process. (5)

Q.5) (A)What do you mean by Group Decision-making? Explain Conflict and Negotiations of Group Decision-making. (5)

OR

B) What are International Communication and the Pro's and Con's of writing and presenting in international cross-culture audiences.

Q.7) Write short notes: (Any Five) (10)

- 1) Mock Interview
- 2) Effective presentation skill
- 3) Effective listening and reading
- 4) Grapevine Communication
- 5) Communication Barriers
- 6) Formal and Informal Communication
- 7) Corporate Communication 8) Upward Communication