



End Term Examinations (December 2019)

School: SOM-ICRI

Program: BBA in LSCM

Course: Business Communication Skills

Course Code: GEX107

Semester: One

Max Marks: 50

Duration (mins): 150 mins

Note: 1. Figures to the right indicates full marks.

2. Attend any one question which indicates 'OR'.

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

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

Q.3) (A) Young energetic fresh graduates required for Sales and Accounts to work in our group of companies. Write resume and a letter of application to the General Manager, Vimal Boards Limited., Das Chambers, 50 Dalal Street, Mumbai-400 011 (10)

OR

Q.3) (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 Area Manager for Pfizer Ltd.

Q.5) What are International Communication and the Pro's and Con's of writing and presenting in international cross-culture audiences. (10)

Q.6) Write short notes: (Any Five) (10)

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

*****ALL THE BEST*****