



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April/May 2019)

School: School of Management

Program: BBA-FS

Course: Business Communication

Course Code: GEX146

Semester: II

Max Marks: 20

Duration (mins): 60 mins

Q 1.State whether the following statements are true or false:

(10 Marks)

- i. Management remoteness is not a barrier to business communication.
- ii. 16/06/2019 – this is not the correct pattern of writing date in a business letter.
- iii. When we skim through a text, we look for specific information.
- iv. Psychological rule of 7±2 is one of the essentials of business communication.
- v. The full form of BCC is Blank Carbon Copy.
- vi. Spacing is not required after changing a paragraph while writing an email.
- vii. While putting our educational details on resume, we should start from the lowest degree.
- viii. The non-verbal elements in communication pertain to a person's feelings and opinions.
- ix. The term "communication" was originated from a French word.
- x. A letter asking for information on goods and services is called Order Letter.

Q 2. Answer the following questions in short. (Any one)

(4 marks)

- i. Mention any two types of business letters. Briefly describe the functions of each of the letters.
- ii. Mention the four parts that a bad news letter contains.

Q 3. Answer the following questions as directed. (Any one)

(6 marks)

- i. Mention any six essentials of business communication.
- ii. Mention any three types of resume. Explain their functions briefly.

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