



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: B.COM (HONS)

Course: Business Communication

Course Code: GEX146

Semester: I

Max Marks: 30

Duration (mins): 60 mins

Instructions:

1. Figures to the right indicate marks.
 2. Write in points, draw table and give diagrammatic representations wherever necessary.
 3. Write the correct question number and sub-question number while writing the answers in the answer sheet.
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Q1) Answer any 2 of the following:

(5×2= 10 Marks)

1. Define Communication and explain communication process through a diagrammatic representation.
2. What is communication? Describe the types of communication.
3. Discuss Merits and Limitations of Silence?
4. What are communication barriers and how to overcome them?

Q2) Answer any 2 of the following:

(5×2= 10 Marks)

1. What are the techniques of effective speech?
2. Describe any five important code of conduct for a teleconference.
3. Discuss the principles of good Listening
4. Explain the ethical behavior under the surveillance of CCTV to avoid grapevine communication?

Q3) Answer any 2 of the following:

(5×2 = 10 Marks)

1. What is a business letter? Draw a layout of a business letter.
2. Write an email to the HR of an XYZ Company applying for the ABC position.
3. What is a resume? Build a resume describing your career objective, educational credentials and skill sets.
4. Address a customer complaint through E-mail.

E-commerce Situation: Delay in product delivery.

Customer: I placed an order of a pair of Adidas shoes on 17th November 2019 through your site. The payment was through an online transaction and the receipt No is 123. The order was expected to be delivered on 22nd November 2019 but I have not yet received the order. Kindly help.

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