



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Management

Program: BBA - FS&BA

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 & 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. What are communication barriers and how to overcome them?
4. What are the essentials of good communication?

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. Mention do's and don'ts of Group Discussion.
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: Duplication in placing order.

Customer: I placed an order of a pair of Adidas shoes on 17th November 2019 through your site but by mistakenly two orders have been placed. I would like to cancel one of them. Could you help?

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