

PAP Sem I

Business Communication

SETI

Roll No.

Total No. of Printed Pages: 3

Total No. of Questions : 7

Maximum Marks : 60

Duration (hrs.) : 3 Hours

25-07-2015

Note : Question No. 1 is compulsory. Answer any four out of the remaining questions.

All the Best!

Q 1] A) Prepare a covering letter and resume to apply for any one of the following jobs: (10 marks)

- i) Restaurant General Manager, KFC Restaurants
- ii) Office Co-ordinator, Japan International Co-operation agency

B) Please write a letter to respond to any one of the following situations: (10 marks)

- i) Select a product or service that has disappointed you in recent purchase. Write a claim letter to the company requesting a refund or replacement of the product.
- ii) Write a letter to your client reminding him of three pending payments on products purchased from your company.

Attempt any Four from the six questions given below:

- Q. 2 (a) Explain the process of communication with an example and a diagram. (5 marks)
(b) Give examples from the workplace to show the importance of listening. (5 marks)
(c) Explain with examples the seven C's of communication. (5 marks)

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

- Q. 3 (a) Why is feedback necessary in the communication process? (5 marks)
(b) How can you become a good speaker? (5 marks)
(c) What do you mean by non verbal communication? Explain some important non verbal gestures to keep in mind during the following situations: (5 marks)
i) Business Meeting with a client ii) Attending a job interview

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

- Q. 4 (a) Give two examples of upward communication in an organisation. (5 marks)
(b) What are the important points to keep in mind while preparing a LinkedIn Account? (5 marks)
(c) In what ways can a second language speaker of English develop his / her fluency in English language? (5 marks)

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

- Q. 5 (a) How can one deal with conflict in the workplace? Explain using examples. (5 marks)
(b) What are the various points to keep in mind when communicating with the opposite gender in an official setting? (5 marks)
(c) What are the four kinds of behaviour that managers could demonstrate with respect to interpersonal skills? (5 marks)

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

- Q. 6 (a) You have been asked to train a new employee in making presentations. What will you tell the employee? (5 marks)
(b) Why is cultural importance important for effective communication? (5 marks)
(c) Communication is much more of an art than a science. Do you agree? (5 marks)

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

- Q. 7 (a) How can we overcome the barriers to listening? (5 marks)
(b) How can effective communication help in achieving the goals of an organisation? (5 marks)
(c) Prepare a small speech to motivate your sales team at the start of a new financial year. (5 marks)

Answer any Two from (a) or (b) or (c) (5x2) = 10 marks

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