

**VPM's**  
**Dr. VN BRIMS, Thane**  
**Programme: PGDM (2015-17)**  
**First Trimester Examination October-November 2015**

<b>Subject</b>	<b>Business Communication</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>4.11.2015</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Explain in detail types of communication with diagrams.

**Attempt any FOUR from the remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Discuss in detail the barriers to communication.
- b) Discuss in detail the forms of communication.
- c) Discuss characteristics of vertical-upward communication with an example.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) a) "The need to communicate is universal", give your comments.
- b) What precautions one must take while writing an Email.
- c) Give suggestions for improving oral and written communication.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain in detail mechanical barriers
- b) Write in detail about non verbal codes with an example each.
- c) Explain in detail any two physical barriers with an example each.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Along with your C.V. write an application letter to Hindustan software company ltd. for the post of management trainee.
- b) Write your own curriculum vitae with an application letter for the post of an IT department manager with 5 years of experience to – Algernon Moncrieff co. Ltd., Nagpur, Maharashtra.
- c) Write an application letter along with your C.V. for the post of management trainee for a Wollstonecraft Automobiles Ltd., Nariman Point, and Mumbai – 01.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Write a Goodwill message (Email) to your boss for giving you an opportunity to go for a training and development program at Singapore.
- b) You want to buy some electrical equipment for your company's workshop. Write a letter of enquiry to Watson Heavy Electricals India Ltd.
- c) Assume you are a purchase manager in a cosmetics products company. Write a purchase order letter to the supplier of plastic containers and packing materials.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the Language as a barrier to communication and what are the different ways to overcome language as a barrier to communication?
- b) Psychological barriers prevent proper communication of a message. Give one example of any two psychological barriers operative in the sender and the receiver.
- c) Explain physiological barriers and give an example of Vision Impairment.