

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19)
PGDM Trimester I Examination September 2017

Subject	Business Communication		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	2 Hours
Total No. of printed pages	2	Date	26.09.2017

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

Q1) 20 Marks (Compulsory)

Explain in detail about communication cycle with diagrams.

Attempt any FOUR from the remaining SIX Questions

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

- Discuss in detail the concept of Verbal communication.
- Explain physiological barriers and give an example of Vision Impairment.
- Discuss characteristics of vertical-downward communication with an example.

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

- define listening and write types of the same.
- how to write an Email effectively explain the etiquettes of the same.
- Give suggestions for Improving oral and written communication.

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

- explain the effects of Good listening.
- Write in detail about non verbal codes with an example each.
- Explain in detail any two physical barriers with an example each.

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

- Along with your C.V. Write an application letter to a leading newspaper for the post of a management trainee.
- Write your own resume with an application letter for the post of an HR department manager with 4 years of experience to – Venus Razors co. , Gail Road , Perry Cross Junction , Bandra , Mumbai -08
- write an application letter along with your C.V. for the post of management trainee for a Verdenchi Automobiles ltd. , B/2046 , karishma , Tulshibagh , pune – 02.

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

a) You want to buy some stationary items for your workshop. Write a letter of enquiry to Greenwood Suppliers, India Ltd.

b) You are in need of a concession. In the daily reporting time from your boss write an email asking her for the same.

c) As head of marketing at a large hotel group, you have come up with a promotional scheme. Under this scheme you will offer a free 2-night stay to the 100 most valued guests at any of the company's hotels across India. Write a letter to these guests announcing the scheme and inviting them to avail of the complimentary 2-night stay.

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

a) Explain the 7Cs of communication.

b) With the help of a suitable example, explain how the use of technical jargon acts as a barrier to communication.

c) "The need to communicate is universal", give your comments.