



JBK-014-0032004

Seat No. _____

**M. P. M. (Sem. XI) (CBCS)
(W.E.F. 2014-15 & 2015-16) Examination**

December - 2019

Business Communication

Faculty Code : 014

Subject Code : 0032004

Time : 3 Hours]

[Total Marks : 80

- Instructions :**
- (1) Attempt three questions from each section.
 - (2) Questions 1 and 5 are compulsory.
 - (3) Figure to the right indicate full marks for the respective question.
 - (4) Draw neat and clean diagram when required.

SECTION - I

- 1** Answer the following questions : (any **seven**) **14**
 - (1) Define 'Encoding' and 'Decoding' in Communication Process.
 - (2) What is E-mail in Business Communication ?
 - (3) Describe Business Audit.
 - (4) Explain Public Speaking.
 - (5) How will you define Dictation ?
 - (6) What is Noise in communication ?
 - (7) Explain Agenda in Business Meetings.
 - (8) Differentiate Resume and C.V.
 - (9) What does Closing Paragraph of business letter include ?
 - (10) Explain Executive Summary in Report Writing.
- 2** Answer the following questions :
 - (1) Describe Business Communication Process in detail. **7**
 - (2) Explain various barriers of Business Communication. **6**
- 3** Answer the following questions :
 - (1) Write a note on : How to become a good Public Speaker? **7**
 - (2) Discuss Principles of Effective Writing. **6**
- 4** Answer the following questions :
 - (1) Explain the meaning and importance of Business Communication in detail. **7**
 - (2) Draft a structure of Effective Business Letter. **6**

SECTION - II

- 5** Answer the following questions : (any **two**) **14**
- (1) Discuss various steps in conducting a Case Study.
 - (2) Write a note on 7cs of effective Communication briefly.
 - (3) Explain various steps in Report Writing in brief.
- 6** Answer the following questions :
- (1) Draft an effective resume of yourself for applying in **7**
Pharmaceutical Company.
 - (2) Write a note on Verbal and Non-Verbal Communication. **6**
- 7** Answer the following questions :
- (1) 'Technology is the future of Business Communication.' **7**
- Explain.
 - (2) Describe Gunning Fog Index briefly. **6**
- 8** Answer the following questions :
- (1) Explain - Various steps to conduct Business Meetings. **7**
 - (2) Draft an order letter to HRD Pharmaceutical **6**
Company for placing your order.
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