

CIB1123

F4B com
Sem I
Bus. Comm.-I
Nov 23.

Duration: 3 hours

Total Marks: 100

1. A. Explain the following terms in two or three sentences each (any five) :-

10

1. Cyclic process of Communication
2. Proxemics
3. Motivation
4. Jargon
5. Hierarchy
6. Horizontal Communication
7. Upward Vertical Communication
8. Hearing and listening
9. Barrier
10. Socio-psychological barrier

B. Fill in the blanks by choosing the correct word:

5

1. If the sender is called as the addresser, then the receiver is called as the _____.
(addressee, communicate, encode)
2. _____ is the study of space around us. (proxemics, kinesics, forensics)
3. _____ Communication takes place in Canteens. (upward, downward, horizontal)
4. The identification signs, enclosures and carbon copies are together called _____
block form. (IEC, main, last)
5. Dress is an example of a _____ barrier. (physical, language, cultural)

C. Match the columns: - (any five)

5

- | | |
|--------------------------|---------------------------------|
| 1. Crisis Management | a. Non-Verbal Means |
| 2. Bonus | b. Preconceived ideas |
| 3. Jargon | c. Management by walking around |
| 4. Prejudice | d. Technical Language |
| 5. Silence | e. Information Dissemination |
| 6. Written Communication | f. Motivation |
| 7. MBWA | g. Stands in a court of law |

II. Write short notes on (any four):-

20

1. Cyclic Process of Communication
2. Merits of Upward Vertical Communication
3. Grapevine Communication
4. Merits of Oral Communication
5. Internet and its uses
6. Personal Integrity at the workplace

III. Answer the following questions (any two):-

20

1. Define and explain the various steps in the Cyclic Process of Communication.
2. Discuss the merits and demerits of Horizontal Communication.
3. Define barrier. Discuss any two organizational barriers to Communication and explain how you will overcome them.
4. What are the benefits of good listening skills?
5. Discuss in brief the ethical practices to be followed with respect to E-mail.

IV. A. Draft an application letter in response to the following advertisement: 10

1. "Wanted Accountants at Rocky Enterprises, Karjat. Graduates with mastery of Tally ERP. Write to The Manager within 15 days."

V. Draft the following letters (ANY FOUR): 20

1. Our College has started the MCom Programme in Banking and Insurance. Draft a Statement of Purpose for enrolling in the Programme.
2. Draft your resignation letter from the post of a Clerk in Sagarli Edtech Company, Kalyan.
3. You have received an Appointment Letter for the post of Library Clerk in a College. Draft your acceptance .
4. On behalf of Ms. Varsha, Team leader of Navjyot Technologies, draft an appreciation letter for the software developer Ms. Aradhana Dubey for her contribution to social media analytics.
5. Ms. Sanjana Panjwani has applied for the post of Manager in Sheetal Communications, Dadar. On behalf of her superior Ms. Chandrani Mukherjee, Manager, Hamsa Enterprises, draft a recommendation letter for Ms. Sanjana Panjwani.

VI. A. Write a paragraph on (any one): 5

1. Netflix and Prime Video
2. My favorite online game

B. Read the following paragraph and answer the questions given below:

Mr. Raghav Singhani was born and brought up in America. He was appointed as a Manager in a local company at Asangaon and he was given office quarters to stay. He was very punctual and expected all the employees to be on time. However, the employees came from far-off places and the frequency of local trains was less. They could also not understand his American English. If anyone missed a train, they would be late by half an hour. This angered the Manager and he would mark them as late. The employees were frustrated. At last, the union approached the Manager and had a dialogue with him. He realized that transport facilities were limited and convinced the Management to provide a bus facility from Kalyan to psangaon. The employees were happy and punctual.

1. Name the two barriers. 2
2. How did the Manager overcome the barrier? What was the result? 2
3. Was the communication between the union and the Manager Horizontal or Vertical Communication? 1