Program: F.Y.B.com **Semester:** I **Program Code:** UGCOM01

Course: Business Communication Skills **Course Code:** NUBC101

Duration: 1 Hour **Examination Pattern:** NEP-Autonomous-External **Max. Marks:** 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Write True or False for the following statements:**	[10]	CO's	KL's
	(a)	Public speaking requires clear communication, confidence, and appropriate body language.		CO2	L1
	(b)	A resignation letter formally informs an employer about an employee's decision to leave the organisation.		CO2	L2
	(c)	A memo is generally used for internal communication within an organisation.		CO3	L2
	(d)	Minutes of a meeting provide an official record of discussions and decisions.		CO3	L2
	(e)	An agenda lists the topics that are planned for discussion in a meeting.		CO3	L2
	(f)	A circular is intended to communicate information to a specific individual only.		CO3	L1
	(g)	A presentation does not require proper organisation of ideas.		CO3	L1
	(h)	An interview follow-up letter is normally sent before attending the interview.		CO3	L1
	(i)	Grapevine communication is a formal channel of communication in an organisation.		CO1	L1
	(j)	Feedback is not an important part of the communication process.		CO1	L1
Q. 2		**Answer the following.**	[10]	CO's	KL's
	(a)	With a suitable diagram explain the communication process.	5	CO2	L2
	(b)	With a suitable diagram explain Upward Communication.	5	CO2	L2
		OR			
	(c)	Draft a formal resignation letter to the CEO of an organisation stating the decision to resign from the policy bazaar company.	10	CO3	L3
Q. 3		**Answer the following.**	[10]	CO's	KL's
	(a)	Define the role of social media platforms in business communication.	5	CO2	L1
	(b)	What are the essential skills required to give presentation?	5	CO1	L1

		OR			
	(c)	Draft a formal appreciation letter to an employee for the outstanding performance and valuable contribution in the JP Morgan company.	**10**	**CO3**	**L3**
Q. 4		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Write a note on downward communication.	**5**	**CO2**	**L2**
	(b)	Write a note on Minutes of a Meeting.	**5**	**CO2**	**L2**
		OR			
	(c)	Prepare a professional resume for a HDFC bank manager job, include career objective, educational qualifications, skills, achievements.	**10**	**CO3**	**L3**

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