

**FYBCOM/ SEM I/REG/ Business Communication Skills I**

**Time: 1 hr.**

**Marks: 30**

**Note:**

1. All questions are compulsory.
2. Draw neat diagrams wherever necessary.
3. Figures to the right indicate full marks.
4. Each question carries 10 Marks.

**Q.1 Answer the following. (Any ONE)**

**[10]**

- (a) Describe the various channels of Communication. Elaborate on Upward and Downward Channels of Communication.
- (b) Define the term Communication. Elaborate on the Process of Communication with the help of a diagram.

**Q.2 Answer the following. (Any ONE)**

**[10]**

- (a) Draft an Application Letter in response to the following advertisement: "Wanted an Accounts Manager with good communication skills and at least three years of experience. The applicant must be a post-graduate with excellent academic record." Apply with Resume and full details to Post Box No. 2491, The Times of India Building, Mumbai - 400021.
- (b) Ritesh Mathur has decided to shift to Mumbai from Rajkot for better job prospects. He wishes to resign from the post of Finance Manager at Axis Consultancy Services. Draft his Letter of Resignation.

**Q.3 Write short notes (Any THREE)**

**[10]**

- (a) Feedback
- (b) Email Writing
- (c) Parts of a business letter
- (d) Grapevine Channel of Communication
- (e) Twitter

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