

FYBCOM /SEM I/ATKT/Business Communication Skills I

Time: 1 hr.

Marks: 3

- 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 Feedback. Discuss the types of Feedback.

Q.2 Answer the following. (Any ONE)

[10]

- (a) Draft a reply in response to the following advertisement: "Wanted a Finance Manager with excellent communication skills and at least four years of experience. The applicant must be an MBA in Finance with good academic background. Apply with Resume and full details to Post Box no. 7631, Indian Express Building, Mumbai - 400021.
- (b) Shyam Kumar of the Sales Department has performed well and achieved the Company's annual target. As the Director of the Company, write a Letter of Appreciation to him.

Q.3 Answer the following. (Any TWO)

[10]

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