

FYBCOM (A&F)/SEM I/ATKT/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) Define the term Feedback. Discuss the types of Feedback.
- (b) Describe the various channels of communication. Explain Downward and Upward Channels of Communication.

Q.2 Answer the following. (Any ONE)

[10]

- (a) Draft a reply in response to the following advertisement: "Wanted an HR Manager with good communication skills and at least four years of experience. The applicant must be an MBA with good academic record." Apply with Resume and full details to Post Box no. 3290, The Indian Express Building, Mumbai - 400021.
- (b) Sagar Arora has decided to shift to Chennai from Mumbai for better job prospects. He wishes to resign from the post of Accounts Manager at Delphi Consultancy Services. Draft his Resignation Letter for the same

Q.3 Write short notes (Any TWO)

[10]

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