

NEP - Semester End Examination – October 2025

Program:	F.Y.B.Com (MS)	Course:	Business Communication Skills
Program Code:	UGMS02	Course Code:	NUBC101

Duration: 1 Hour Max. Marks:30**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Explain the following concepts (any FOUR).	[10]	Course Outcome	Knowledge Level
	(a) Feedback	CO1,CO2,CO3	L2	
	(b) Downward Channel of Communication			
	(c) Verbal Communication			
	(d) Public Speaking			
	(e) Proxemics			
	(f) Circular			
Q. 2	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a) Evaluate the contribution of Body Language and Dressing & Grooming as significant forms of non-verbal communication in professional settings.		CO1	L5
	OR			
	(b) Evaluate the influence of Social Media, with reference to Facebook and WhatsApp, on workplace communication.		CO1	L5
Q. 3	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a) Draft a Letter of Application and Resume in response to the following advertisement: Wanted a Production Manager with good communication skills and at least two years of experience. The applicant must be a post-graduate and have good academic record. Apply with full details to Post Box No. 2648, The Indian		CO3	L6

	Express Towers, Mumbai- 400 025.			
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OR

(b) You appeared for an interview for the post of Accounts Manager at A1 production one week back. Write an Interview Follow-up Letter to the Company expressing your gratitude and reinforce your interest in the position for a favourable consideration.

CO3

L6

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