

## 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.			
		<b>OR</b>			
	(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.		<b>CO3</b>	<b>L6</b>

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