

**Paper/ Subject Code: UA_FFSI.4/Sem I: Business Communication Paper I
FY B. Com (ACCOUNTING & FINANCE)**

Duration: 2.30hrs.

Marks:75

N. B: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A) Match the following columns:

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	A		B
1.	Formal meeting	a)	The content being communicated
2.	Feedback	b)	Email
3.	Written electronic communication	c)	The originator of the message
4.	Receiver	d)	The response to the message
5.	Message	e)	Team meeting
6	The individual or group that receives the message	f)	Informal interaction
7	Gossip	g)	Noise
8	Any interference that distorts the message	h)	Sender

Q.1 B) Answer the following questions with suitable options:

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1) Which of the following is a formal communication channel in an organisation?

- A) Gossip among employees
- B) Email from the HR department
- C) Personal text messages
- D) Informal lunch conversations

2) Which of the following components is a part of effective communication?

- A) Only the receiver
- B) Only the sender
- C) Sender, message, and receiver
- D) Message and technology

- 3) In terms of communication methods, a webinar is best described as:
- A) A written document distributed via email
 - B) An online seminar or workshop
 - C) A face-to-face training session
 - D) A recorded voicemail
- 4) One of the primary objectives of communication in a business context is to:
- A) Entertain employees
 - B) Inform and persuade stakeholders
 - C) Reduce the workload
 - D) Eliminate misunderstandings entirely
- 5) Communication aims to achieve which of the following objectives?
- A) Transmit information, build relationships, and influence behaviour
 - B) Create noise, disrupt meetings, and confuse listeners
 - C) Limit the flow of information, avoid clarity, and promote ambiguity
 - D) Focus solely on the sender's perspective
- 6) Which method of communication is considered the most personal and direct?
- A) Email
 - B) Phone call
 - C) Face-to-face conversation
 - D) Social media message
- 7) Non-verbal communication includes:
- A) Written reports
 - B) Body language and facial expressions
 - C) Voicemail messages
 - D) Typed emails

Q. 2) Answer the following questions:

(15)

- a) Discuss the various types of barriers in communication that can interfere with communication and provide examples of each.
- b) Explain the importance of formal and informal channels of communication.

OR

- c) Evaluate the role of communication in achieving organizational goals. How does effective communication contribute to the success of an organization?
- d) Discuss the importance of non-verbal communication in the communication process. How can body language, facial expressions, and other non-verbal cues enhance or hinder communication?

Q. 3) Answer ANY TWO of the following: (15)

- a) Discuss the different types of business correspondence and their purposes. Provide examples of situations where each type would be appropriate.
- b) Discuss the role of personal correspondence in maintaining personal relationships. How has the rise of digital communication affected traditional forms of personal correspondence?
- c) Compare and contrast personal correspondence with business correspondence. What are the key differences in style, tone, and content?

Q.4) Answer the following questions: (15)

- a) Discuss the tone and language that should be used in a letter of acceptance. How can a candidate express gratitude and enthusiasm professionally?
- b) Draft a job application cover letter for the position of English Teacher.

OR

- c) Explain the critical elements of a job application cover letter. How can a candidate effectively convey their qualifications and interest in the position?
- d) Write a letter accepting a job offer of a software developer at TCS.

Q.5) Write short notes on ANY THREE of the following: (15)

- a) Objectives of Business communication
- b) Importance of Business Ethics
- c) Seven C's of Communication
- d) Communication channels
- e) Formal Communication
- f) Office Etiquettes
