

9/10/15

F4B Com sem-I  
Bus. Coman. oct-15

OP10AAD

2) You wish to resign from service as you wish to relocate in Bangalore for better prospects. Write a letter of resignation to your present employer.

3) Write a letter of acceptance of job from a Senior Sales Executive to Kurlon Mattresses.

**Q.5 A) Write a paragraph on Any ONE of the following: - (05)**

1) Air pollution is a health hazard.

2) Importance of Newspapers.

**B) Edit the following paragraph for better organisation. (05)**

The very need for food, fodder and fuel has increased tremendously in the last few recent decades. Trees are being cut down ruthlessly and mercilessly for non-forest purposes like agriculture, dams, roads, defense, transport, etc. this has resulted in and led to depletion of forest wealth which in town is leading to floods, siltation of dams, water shortage, logging and also increased erosion of fertile soil.

**C) Fill in the blanks with correct option :- (05)**

1) There \_\_\_\_\_ (go/goes) the king like a pauper.

2) Plenty of fruits \_\_\_\_\_ (is/are) kept in the basket.

3) Seeta and Geeta \_\_\_\_\_ (walk/walks) hand in hand.

4) Five years \_\_\_\_\_ (is/are) too long a time.

5) None of you \_\_\_\_\_ (say/says) the truth.



OP10 AAD

Time: 2Hrs.30 mins.

Marks:-75

Instructions: - 1) All questions are compulsory.

2) Figures to the right indicate marks.

Q.1 A) Fill in the blanks: -

(05)

- 1) Silence is a form of \_\_\_\_\_ communication.
- 2) Judging a person on the basis of past experience is called \_\_\_\_\_ effect.
- 3) \_\_\_\_\_ communication becomes a permanent record.
- 4) \_\_\_\_\_ means technical language.
- 5) \_\_\_\_\_ is like a title to the letter.

B) Define the following :-

(10)

- 1) Barrier.
- 2) Verbal Communication.
- 3) Proxemics.
- 4) Consensus.
- 5) Upward Communication.

Q.2 Write short notes on any THREE

(15)

- 1) Internet
- 2) Communication Cycle.
- 3) Raising of morale as an objective of Communication.
- 4) Feedback.
- 5) Advantages of Oral Communication.

Q.3 Answer Any TWO

(15)

- 1) Critically discuss Physical Barriers to Communication and ways to overcome it.
- 2) Discuss the characteristics of good listening.
- 3) Define Corporate Social Responsibility. How can it be fulfilled?

Q.4 A) Write an application letter along with CV to the following advertisement: - "Wanted urgently an experienced accountant, capable of taking of all the accounts of a reputed departmental store. Apply Box X 235, Indian Express. Mumbai - 400 023" (07)

B) Draft Any TWO

(08)

- 1) As a part of the application process to an MBA program to a Business School in Dallas, USA, Draft a Statement of Purpose (SoP) that highlights your experience, interest and goals in the chosen field of study.