



FYBAF

OP3ADE

Bus. Communication

March-2016

Time: 2hrs.30 mins

Marks: 75

Note: 1.All questions are compulsory.

2. Figures to the right indicate marks

Q.1 a) Fill in the banks:

(8)

1. In _____ interview the applicant is put under intentional stress.
2. The _____ layout is unbalanced.
3. The _____ combines the Indented and block styles.
4. A letter written with one's own initiative is known as an _____ letter.
5. _____ is a psychological barrier in communication.
6. Polarization is a _____ barrier in communication.
7. Difference in time zone is a _____ barrier in communication.
8. Flip charts are _____

b) Match the column

(7)

COLUMN A

COLUMN B

- | | |
|-----------------------|--|
| 1. Letterhead | A. contain subject matter. |
| 2. Date | B. help sender or receiver in filing. |
| 3. Signature | C. documents send along with the letter. |
| 4. Salutation | D. announces purpose of the letter |
| 5. Subject line | E. has legal significance. |
| 6. Body of the letter | F. introduces sender to the reader. |
| 7. Enclosures | G. greeting to the addressee. |

Q.2 a) Describe the concept of WASP technique and elaborate on preparation required by the interviewer to conduct interview.

(15)

OR

Q.2 b) Discuss the meaning of barrier to communication in corporate world and elaborate in detail on Cultural barrier.

(15)

