



Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16
End Semester Examination: Jan.2023
Faculty: BBA (Computer Application)

Program: BBACA07

Semester: I

Program (Specific): BBA(CA)

Course Type:
Max.Marks: 70

Class: FY BBA (CA)

Name of the Course: Business Communication Skills

Course Code: 22BBACA111

Time: 3Hr

Paper:

Instructions to the candidate:

- 1) There are 4 sections in the question paper. Write each section on separate page.*
- 2) All Sections are compulsory.*
- 3) Figures to the right indicate full marks.*
- 4) Draw a well labelled diagram wherever necessary.*

Section A

Q1) Write Short Note on:- (any 3)

15 marks

1. Mechanical channels of oral Communication
2. Use of Voicemail in business organizations
3. Agenda & Notices
4. Significance of Business Communication
5. Advantages of Video Conferencing

Section B

Q2) Answer the Following Questions in 50 words each (any 3)

15 marks

1. Explain teleconferencing? State its advantages.
2. State the essential components of a business letter.
3. What is horizontal and vertical communication?
4. Distinguish formal and informal communication.
5. Discuss advantages & disadvantages of Internet?

Section C

Q3) Answer the following Questions in 200 words each (any2)

20 marks

1. What is a business letter? Explain layout and Essential Qualities of a good business letter.
2. Define business communication? Distinguish between Oral and Written Communication.
3. Chheda Ltd, Mumbai wants to write enquiry letter to Veda's Pvt Ltd, Pune for more supply of raw material, enquire whether they are able to increase current supply by 40% or not. Draft an enquiry letter.
4. Discuss how can a manager use the internet for effective business communication.

Section D

Q4) Answer the Following Question in 300 words.... (any one)

20 Marks

1. Define Business Communication. State and explain Barriers to effective communication, also suggest measures to overcome barriers.
2. Describe the merits and demerits of oral, written communication.