



**Progressive Education Society's  
Modern College of Arts, Science & Commerce (Autonomous),  
Ganeshkhind, Pune – 411016**

**End Semester Examination : Oct 2023  
Faculty : Commerce**

**Semester: III**

**Program : B.Com.**

**Class : S.Y.B.Com.**

**Name of the Course : Business Communication-1**

**Course Code : 23-COB234**

**Course Type: CC**

**Max. Marks: 50**

**No. of Pages : 2**

**Time: 2 Hours**

**Instructions to the candidate:**

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1 Fill in the Blanks**

**Marks 10**

- (a) Facial expression is the example of \_\_\_\_\_ communication. (Oral, Written, Non-verbal)
- (b) The term Communication is an \_\_\_\_\_ of facts, ideas, opinions or emotions by two or more persons. (Listening, Exchange, Volume)
- (c) The word communication is derived from the Latin term \_\_\_\_\_ which means to make common. (communism, communis, comma)
- (d) A discussion by and among the group of people is known as \_\_\_\_\_ (Written communication, Time management, Group Discussion)
- (e) Noise is included in \_\_\_\_\_ barriers. (Physical, Language, Cultural)
- (f) Signs, Symbols and Signals represent \_\_\_\_\_ method communication. (Verbal, Non-verbal, Oral)
- (g) Directions/instructions to be complied with; related to office work is known as \_\_\_\_\_ (Memo, Circular, Order)
- (h) \_\_\_\_\_ is an element in the process of communication to transfer message from sender to receiver. (Encoding, decoding, verbal)
- (i) Gesture is an example of \_\_\_\_\_. (Body language, Encoding, Feedback)
- (j) Time Management is an example of \_\_\_\_\_. (Hard Skills, Life Skills, Negotiation Skills)

**Q2 Write Short Notes any 2**

**Marks 10**

- (a) Horizontal Communication
- (b) Problem Solving and Listening Skills
- (c) Seven C's of Communication
- (d) Language Barrier

**Q3 Answer any 3 of the following**

**Marks 30**

- (a) Explain in detail the process of communication with suitable diagram.
- (b) Explain Physical, Psychological and Cultural Barriers to communication and remedies to overcome them.
- (c) Draft Office Memorandum to inform about a visit of newly appointed Sales Director to the Branch Office.
- (d) Draft Office Circular to observe 'Cleanliness Drive' on the foundation day of your organisation.
- (e) Explain Non-verbal communication in detail with its advantages and disadvantages.

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