



Progressive Education Society's  
**Modern College of Arts, Science & Commerce (Autonomous)**  
Ganeshkhind, Pune 411016.  
**NEP 2020 : End Semester Examination: OCT / NOV 2024**

*Total No. of Questions: 6*

*Total No. of Pages: 2*

**Second Year B.Com.**

**COM23101 : Business Communication in Practice  
(Semester III)**

**Program : BCom**

**Credits : 3**

**Program Specific : BCom**

**Time : 2 Hours**

**Course Type : Major**

**Max. Marks : 40**

***Instructions to the candidate:***

- 1) Question 1 is compulsory**
- 2) Answer any THREE questions from Q 2 to Q 6.**
- 3) Answer each question on a separate page.**

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**Q 1 (A) Fill in the blanks**

**Marks 5**

(a) The word communication is derived from the Latin term \_\_\_\_\_ which means to make common.

(communism, communis, comma)

(b) A discussion by and among the group of people is known as \_\_\_\_\_.

(Written communication, Time management, Group Discussion)

(c) The term Communication is \_\_\_\_\_ of facts, ideas, opinions or emotions by two or more persons.

(Listening, Exchange, Volume)

(d) Faulty instrument is included in \_\_\_\_\_ barriers.

(Physical, Language, Cultural)

(e) Facial Expression represent \_\_\_\_\_ method of communication.

(Verbal, Non-verbal, Oral)

(f) \_\_\_\_\_ is an example of internal correspondence.

(Circular, Job Application Letter, Advertisement)

**Q 1 (B) State True or False**

**Marks 5**

- (a) Decision Making is an example of hard skills.
- (b) Encoding means to understand the message received.
- (c) Order is an example of upward communication.
- (d) Words with different meanings are regularly used for effective communication.
- (e) Verbal communication is the exchange of information without words.

**Solve any 3 questions from the following...**

**10 Marks each x 3 = 30**

- Q 2** Explain in detail the elements of the communication process.
- Q 3** Explain Linguistic, Status and Technological Barriers to communication and remedies to overcome them.
- Q 4** Draft Office Memorandum informing all Head of the Departments to submit quarterly departmental performance reports.
- Q 5** As a Manager of Sales department draft Office Circular, appealing employees to suggest innovative ideas to increase the sales volume.
- Q 6** Explain Downward, Upward and Horizontal Channels of communication in detail.

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