

**Subject : Business Communication**

Day : Friday  
Date : 03/06/2016



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section-I and attempt **ANY TWO** questions from Section-II.
- 2) Answers to both the sections should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Explain the concept of communication and its importance in business management with suitable examples. **(10)**
- Q.2** What is business presentation? Outline the process of effective presentation. **(10)**
- Q.3** Explain the format and characteristics of business letter. **(10)**
- Q.4** Differentiate between Curriculum Vitae and Resume. Prepare & explain sample contents of resume. **(10)**
- Q.5** Discuss the process of Group Discussion. Explain its applicability in business management. **(10)**
- Q.6** Write Short Notes on **ANY TWO** **(10)**
- a) Technical writing
  - b) Importance of grammar and punctuation
  - c) Case methodology for management

**SECTION-II**

- Q.7** You being senior officer working for insurance company received the complaint letter from a customer stating the settlement of his claims had been delayed, due to which he had to suffer a lot of stress and mental agony. Write an apology letter making all necessary assumptions. **(15)**
- Q.8** You are working as 'Public Relation Officer' of a large manufacturing company. One local news paper has published a story about a physical fight between one officer and a labor union member in the company canteen. Rumors are there about a possible strike in your company. As a result the stock market price of your company's share is seriously affected. To stop such rumors, draft a convincing 'Explanation from Management' stating that: 1. No such conflict had ever happened 2. Relation between the management and union are cordial. 3. Company is planning big expansion soon. This draft is to be published in local and national news papers. **(15)**
- Q.9** As a General Manager, HRD of an I.T. company draft an appeal to your officers, who have a technical qualification but no managerial exposure, to enroll for short-term (1 year) P.G. Diploma and Full-term (2 Year) P.G. course in management, through a special initiative of the company jointly with a global management institute, to impart the managerial skills to its officers. Drop a hint that on completing such courses the successful candidates may be considered for accelerated career development. However do not make any promise as such. **(15)**

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