

S. B. B. Alias APPASAHEB JEDHE ARTS, COMMERCE & SCIENCE COLLEGE, PUNE 02.

**TERM END EXAM. 2016 - 2017
SUB - BUSINESS COMMUNICATION**

S.Y.B.Com.

**Time - 2 hrs.
Marks - 60**

Instructions : 1] All questions are compulsory.
2] Each question carries equal mark.

- Q.1** What is communication ? Explain in detail principles of effective communication. **12**
OR
What do you mean by communication ? Explain in detail features of effective communication.
- Q.2** What is Written Communication ? Explain Disadvantages of Written communication. **12**
OR
What is Soft skill ? Explain Elements of Soft skills.
- Q.3** Define Downward communication. Explain demerits of Downward communication. **12**
OR
What is Listening skill ? Explain barriers to listening.
- Q.4** What is Business letter ? Explain functions of Business letters. **12**
OR
What is Interview ? Explain Techniques of Interview.
- Q.5 Write short notes. (any Three) 12**
- Barriers to effective communication.
 - Merits of Oral communication.
 - Advantages of Email.
 - Give detail note on Password.
 - Types of Interview.

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