

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

**TERM END EXAM. 2014 - 2015  
SUB - BUSINESS COMMUNICATION**

**S.Y.B.Com.**

**Time - 2 hrs.**

**Marks - 60**

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- N.B. :**
- 1) All questions are compulsory.**
  - 2) Each question carries equal Marks.**

**Q.1 What is Communication? Explain in detail principles of effective Communication.**

**Q.2 What is Written Communication? Explain Advantages and Disadvantages of Written communication.**

**OR**

**Q.2 What is Soft Skill? Explain Elements of Soft Skills.**

**Q.3 What is Business letter? Explain physical appearance of Business letter.**

**OR**

**Q.3 What is Interview? Explain in detail Types of Interview.**

**Q.4 What do you mean by Formal Communication? Explain Merits and Demerits of Formal Communication.**

**OR**

**Q.4 Explain detail note on Electronics / Modern devices to effective communication.**

**Q.5 Write Short Notes (Any TWO)**

- a) Barriers to communication.
- b) Advantages of Email.
- c) Advantages of Listening Skill.
- d) Merits of Downward Communication
- e) Importance Business letter.

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