

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

TERM END EXAM. 2017 - 2018

SUB - BUSINESS COMMUNICATION

S.Y.B.Com.

Time - 2 hrs.

Marks - 60

Instruction : 1) All questions are compulsory.

2) Each question carries equal Marks.

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

OR

Q.1 Define Communication. Explain in detail barriers of effective Communication.

Q.2 What is Written Communication? Explain disadvantages of Written communication.

OR

Q.2 What is listening skill? Explain process to listening.

Q.3 What is Soft Skill? Explain elements of Soft Skills.

OR

Q.3 What is Formal Communication ? Explain merits of Formal Communication

Q.4 What is Business letter? Explain essential qualities good of Business letter.

OR

Q.4 What is Interview? Explain in detail types of Interview.

Q.5 Write Short Notes (Any TWO)

- a) Merits of You Tube.
- b) Advantages of Email.
- c) Give detail note on Password.
- d) Merits of upward Communication
- e) Advantages Internet.

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