

**Sanjay Ghodawat University, Kolhapur**

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program**School of Commerce and****Department****First year B.Com****Management****Bachelor of Commerce****Course Code: CBC106****Course Title****Semester – Even(II)****Professional Communication****Skills II****Day and Date** Friday
24-5-2019**End Semester Examination****Time: 3 hrs, Max Marks: 100**10:30 to 1:30 p.m.
a.m.**Instructions:**

- 1) All Questions are compulsory.
- 2) Figures to right indicate marks.

Marks Level COs

Q.1 Attempt the following questions.

- a) Read the following statements and identify whether they are True or False. Correct the false statements and rewrite them.(Any 5)

10

1. The use of visual aids for presenting facts and figures decreases effectiveness of the presentation.
2. Adjustment letter is a reply to the complaint made by the customer.
3. Debate and Group Discussion are same activities.
4. Agenda is the list of resolutions of the meeting.
5. Minutes are written after the meeting by the secretary.
6. There are 7C's of letter writing.

3 CO3

2 CO1

2 CO3

2 CO2

2 CO2

2 CO1

- b) Answer the following questions in short (Any 5)

10

1. Explain the term Verbal Communication.
2. What is the importance of Resume Writing?
3. Explain the types of cover letter in short?
4. What is SWOT analysis?
5. What is the importance of Job Interview?
6. Explain importance of Goal Setting?

2 CO4

2 CO5

2 CO5

2 CO4

2 CO6

2 CO4

Q.2 Answer the following questions in detail.

- a) Explain the types of Business letter in detail.

10

3

CO1

OR

- a) Place an order to the Best Wholesale Stationary Mart, Dadar, Mumbai for different items of stationary for your college's Consumer Store. Imagine necessary details.

10

3

CO1

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	b)	Assume that you are the secretary of Laxmi Sales Private Ltd. 12/5 MIDC, Pune .Write a notice and agenda of the meeting of the Board of Directors regarding increase in production. Imagine necessary details	10	4	CO2
		OR			
	b)	As a student counselor of your institute present a report to the Principal about the rising carelessness of students towards academics. Write in appropriate format of the report.	10	4	CO2
Q.3		Answer the following questions in detail.			
	a)	Explain the techniques of effective presentation.	10	3	CO3
		OR			
	a)	Explain the term Public Speaking and state the techniques to handle stage fear.	10	3	CO3
	b)	Explain the term SWOT analysis with Johari Window and apply it to write your own SWOT analysis.	10	3	CO4
		OR			
	b)	Explain the term Interpersonal Communication with its types.	10	3	CO4
Q.4		Answer the following questions in detail.			
	a)	State the techniques of resume writing and also write a note on the types of resume.	10	4	CO5
	b)	VADJAL Telecom Services need for their call Centre graduates with good communication skills in English having 1-3 years of experience in service industry. Write a job application. (Cover letter)	10	4	CO5
	c)	Draft a resume to be sent as an enclosure for the post of Marketing Executive. Refer the following advertisement and imagine necessary details.	10	4	CO5

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CAREER OPPORTUNITY

A renowned outdoor advertising company "Balance Ad" requires the services of enthusiastic and passionate professional for following position:

MARKETING EXECUTIVE

Qualification: MBA or BBA

Experience: 1-2 years experience in Outdoor Advertising / Printing Setup

Interested Candidates may send their updated CVs to

athar.balance@gmail.com

Q.5 Answer the following questions in detail.

- | | | | | |
|----|--|----|---|-----|
| a) | Write the suitable answers to the following questions generally asked during interview.
A) Introduce yourself.
B) Why are you applying for this position?
C) What is your greatest strength?
D) What is your greatest weakness?
E) What is your greatest achievement? | 10 | 3 | CO6 |
| b) | Illustrate the process of Job interview in Pre- In- Post interview stages with suitable example. | 10 | 3 | CO6 |
| c) | Write a detailed note on the manners and etiquettes of job interview with the suitable examples. | 10 | 3 | CO6 |

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