

	<b>Sanjay Ghodawat University, Kolhapur</b> Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017-18
<b>Year and Program</b> BBA I	<b>School</b> Commerce and Management	<b>Department</b> Bachelor of Business Administration
<b>Course Code</b> MBC107	<b>Course Title</b> Professional Communication Skills I	<b>Semester – Odd (I)</b>
<b>Day and Date</b> Friday 07/06/2019	<b>End Semester Examination</b> Old Course	<b>Time: 3 hrs, Max Marks: 100</b> 2-30 to 5-30 PM

1) There shall be five questions each of 20 marks.

2) All questions shall be compulsory with internal choice within the questions.

3) A Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall assess knowledge, application of knowledge, and the ability to synthesize knowledge. The paper setter shall ensure that questions covering all skills and all units are set. She/he shall also *mandatorily submit* a detailed scheme of evaluation along with the question paper. Questions shall be of three categories of difficulty level – low difficulty, average difficulty and high difficulty.

**Instructions:**

1) All Questions are compulsory.

			Marks	COs
Q.1		Attempt the following questions carefully.		
	a)	Read the following statements and write whether they are True or False (Any 5)	10	
		1. Effective Communication is a one – way process.	2	CO107.1
		2. Adjustment letter is a reply to the complaint made by the customer.	2	CO107.3
		3. In face to face communication instant feedback is possible.	2	CO107.1
		4. Business letter is a formal and convenient mode of communication.	2	CO107.3
		5. Email is used to share personal messages.	2	CO107.3
		6. There are 7C's of communication.	2	CO107.1
	b)	Answer the following t questions in short. (Any 5)	10	
		1. Explain the importance of effective presentation in organizational setting.	2	CO107.5
		2. What is the importance of Resume Writing in placement process?	2	CO107.3
		3. Explain the reasons of writing cover letter?	2	CO107.3
		4. Write a short note on Organizational communication.	2	CO107.4
		5. Explain the term Memo in short.	2	CO107.1
		6. Why data collection is very important in report writing?	2	CO107.2
Q.2		Answer the following questions in detail (any Two)		
	a)	Write a detailed note on the method Non- verbal communication	10	CO107.1

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		with its importance.		
	b)	Explain the seven C's of communication in detail.	10	CO107.1
	c)	Explain the process of communication in detail.	10	CO107.1
Q.3		Answer the following questions in detail (any Two)		
	a)	Write a detailed note on the Layout of business letter with example.	10	CO107.2
	b)	Explain the types of Business letter in detail	10	CO107.2
	c)	Place an order to the Amrut Stationary Mart, Dadar, Mumbai for different items of stationary for your college's Consumer Store. Imagine necessary details.	10	CO107.3
Q.4		Answer the following questions in detail (any Two)		
	a)	Write a detailed note on report writing with its importance and types.	10	CO107.3
	b)	Assume that you are working as a manager of production department. There is a sudden fall in the production during the last six months. Write a report to the General Manager giving reasons for the fall and suggesting measures for increasing the production.	10	CO107.5
	c)	Explain the Do's and Don'ts of the report writing in an organizational setting.	10	CO107.5
Q.5		Attempt the following questions		
	a)	Assume that you are the secretary of Kalyani Automobiles Private Ltd. MIDC Area, Pune .Write a notice and agenda of the meeting of the Board of Directors regarding appointment of the auditor. Imagine necessary details.	10	CO107.3
	b)	Assume that you have completed MBA. You wish to apply for the post of Assistant manager. Write your resume with all the necessary details.	10	CO107.3

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