

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017-18
Year and Program 2017-18 B.Com	School of Commerce	Department: Commerce
Course Code CBC107	Course Title: Professional Communication Skills	Semester – Odd (I)
Day and Date 11 DEC 2017	End Semester Examination	Time: 3 hrs, Max Marks:100

Instructions:

- 1) All Questions are compulsory.
- 2) All Questions carry equal marks.
- 3) Figure to the right indicate full marks.

		Marks	COs
Q.1	Answer the following Questions whether True or False. Any 5 out of 6		
a)	1. In organizations, only top managers are sources of messages. 2. Communication must include a verbal component. 3. effective business communication depends on skill in sending messages but not receiving them. 4. The main advantage of written communication is that it provides a permanent record of a message. 5. In the communication process, a communication barrier or noise refers to the same phenomenon. 6. Feedback is extremely important aspect of communication.	10	CO107.1
b)	Answer the short questions. Any 5 out of 6 1. Minutes 2. Resume 3. Agenda 4. Complaint Letter 5. Job Application 6. Quotation letter	10	CO107.2
Q.2	Solve/answer Any 2 out of 3		
a)	Explain the types of barriers to communication in detail.	10	CO107.1
b)	Discuss the advantages and disadvantages of written communication.	10	
c)	Discuss the downward communication along with its advantages and disadvantages.	10	
Q.3	Solve/answer Any 2 out of 3		
a)	You are the owner of M/s Shah Cycles, Kolhapur. Write a letter of order for 100 cycles to M/s India Cycles Ltd Mumbai.	10	CO107.3
b)	Annual gathering program of your college has been organized. A meeting in this regards has been called. Prepare a notice and agenda for the meeting as the cultural co-ordinator.	10	
c)	Prepare an application letter for the post of a junior accountant in a private firm.	10	

Q.4 Solve/answer Any 2 out of 3

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| a) | Discuss business report and the types of reports in detail. | 10 | CO107.4 |
| b) | Define report and explain characteristics of it.            | 10 |         |
| c) | Explain the elements of Structure of a report               | 10 |         |

Q.5 Solve/answer the following

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| a) | Prepare your Resume in short. Imagine some details on your own. | 10 | CO107.5 |
| b) | Explain the characteristics of Oral Presentation.               | 10 |         |

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