



Seat No. : _____

XY-137

Five Years M. Sc. (CA & IT) Integrated (K.S.)

S.Y. M.Sc. Sem. IV

April-2013

Business Communication

Time : 2 Hours]

[Max. Marks : 50

1. Answer in detail. **10**
 - (1) Discuss the impacts of technology – enabled communication.
 - (2) Explain different roles of a manager.

2. Attempt any **two** : **10**
 - (1) Describe different room layouts for conducting a conference.
 - (2) Write a note on Facsimile machines.
 - (3) Mention the features and benefits of Team briefly.

3. (a) Write short note on (any **two**) : **6**
 - (1) Grapevine communication
 - (2) Types of conversation
 - (3) Written Instructions

- (b) Difference between (any **two**) : **4**
 - (1) Instant message and email.
 - (2) Meeting and conference.
 - (3) Diagonal and horizontal communication.

4. Answer in short : **10**
- (1) List and explain the functions of instructions.
 - (2) Draw a diagram demonstrating the communication process.
 - (3) List functions of communication.
 - (4) Give points involved in planning a conference.
 - (5) Define procedure, task and phase in reference to instructions.
5. Write a letter to your employee as an MD appreciating the work done in the last week. **10**
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