

Seat No. : _____

AB-153

April-2019

S.Y. Integrated M.Sc. (CA & IT), Sem.-IV

Business Communication

Time : 2 Hours]

[Max. Marks : 50

1. (a) Write a letter to news editor regarding printing mistakes in the news paper. **4**
(b) Explain below communication networking using movie scenario. **6**
 1. Upward Communication
 2. Downward Communication
 3. Horizontal Communication

 2. (a) Write a MOM on meeting held on 23rd March for an hour to plan farewell party for seniors. **5**
(b) Write down Instruction scenario written on Maggie. **5**

 3. (a) Explain 7C's Of business communications basic principle. **5**
(b) Explain negative impact of technical-enabled Communication. **5**

 4. (a) Define communication and Function of communication. **5**
(b) Explain non-verbal uses in business conversation. **5**

 5. (a) Explain role of manager. **5**
(b) Explain Information overload in terms of communication barrier. **5**
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