

TILAK MAHARASHTRA VIDYAPEETH, PUNE

B.A. in Journalism & Mass Communication

B.A. in Sound and Music Technology

B.A. in Film Making

B.A. in Photography

B.A. in Broadcast Journalism

EXAMINATION: JANUARY- 2022

SECOND SEMESTER

Sub: Business Communication (BAJMC BASA BAFM BAPH BABJ -19-2003)

Date : 24/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. Explain applications of Business Communication with one example each.
2. Explain with the help of example the components of Business Communication.
3. What is the difference between a resume and a CV? Explain the elements of resume with an example.

Q. 2 Write short notes. (Any Two) (10)

1. Business Etiquettes
2. Components of Business Proposals
3. What are the points to be remembered while expressing the disagreement in a business context?

Q. 3 Open Ended Question (10)

Write an email :

1. Asking your manager for a leave of 5 days. Along with the request make a promise that you will cover up the work and delegate your responsibilities to your colleagues and assistants in case of your absence.
 2. Write an email to your customer apologizing for the delay of delivery of product/service/assignment. You may choose your own reason of not being able to deliver the product/assignment/service.
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