

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: JULY- 2022

SECOND SEMESTER

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

Date : 21/12/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

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

1. Define Business Communication and explain its applications with an example.
2. Define Business Communication and explain the process of communication with the help of example.
3. Define Business Communication and explain its types with an example.

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

1. Negotiation Skills
2. Business Etiquette
3. Working in teams

Q. 3 Open Ended Question (10)

Prepare a proposal for a project of your choice from your specialization. The following mentioned components need to be included in the proposal. You can add on the elements further based on your choice and requirements of the project.

1. Introduction
 2. Proposal, plan and schedule
 3. Staffing
 4. Budget
 5. Conclusion and Authorization
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