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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION : DECEMBER - 2023 SEMESTER - II

Sub.: Communication Skills (BBA15-216)

Date	: 27	//12/2023		Total Marks: 60 Time: 10.00am to 12.30pm					
	Inst	ructions:		ll questions are					
Q. 1.		Choose t	he mo	st appropriate	e option.			(05)	
	1.	Α	A is a written message sent to someone working in the same organization.						
		a) E-mail				b) Letter			
		c) Memo				d) Report			
	2.	Communication performs the			f	function by relating various components of the			
		organization and maintaining equilibrium among them.							
		a) Comm	and ar	nd instructive		b) Integrati	ve		
		c) Influen	nce and	d Persuasive		d) Motivation			
	3.								
		information needed for decision mak			on making.				
		a) Upward			b) Downward				
		-				d) Cross-channel essions used in place of words that may offend or			
	4.				expressions u				
		somethin		easant.		1 \ 61 \ 1			
		a) Jargon				b) Slang languaged) Euphemism			
	_	c) Polarization 5. In the ABC rule, B denotes							
	5.				·	1 > D = 1.1			
		a) Braver	•			b) Boldness			
		c) Brevity d) None of these				tnese			
Q. 2.		State True / False				(05)			
	1.	In order f	In order for the communication to take place, there first must be a filter.						
		a) True b				b) False			
	2. Jargon is the technical terminology used within specialized groups.					d groups.			
		a) True b) I			b) False				
	3.	In comprehensive listening, we make jud			e make judgn	gments about what others say.			
		a) True	a) True b) False						
	4.	Eye Contact is the most important element to				gain someone's trust.			
•		a) True				b) False			
	5.		is a sig	gn of playfulne	ess	,			
		a) True	`	·		b) False			

Q. 3. Write Short notes on (Any Three)

(15)

- 1. Debate
- 2. Internal Communication
- 3. ABC Rule
- 4. Group Discussion
- 5. Grapevine Communication

Q. 4. Answer in detail (Any Two)

(20)

- 1. Describe the various types of listening.
- 2. Describe the functions of Communication in detail.
- 3. Explain the Formal Communication Network.

Q. 5. Case study

(15)

You have read a vacancy advertisement in today's newspaper and wish to apply for the post of 'Finance Manager' in XYZ Ltd.

- 1. Write a letter of application
- 2. Prepare your own resume