



Seat	
No.	

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**Kamala College, Kolhapur**  
**(Autonomous)**

**B.C.A. (Part-I) (Semester-I) (CBCS)**

**Examination March/April, held in May, 2023.**

**AEC-304: Business Communication**

**Day and Date: day, 01/06/2023**

**Total Marks: 80**

**Time: 11.30 a.m. to 2.30 p.m.**

**Instructions:**

- 1. Que.1 and Que.8 are compulsory**
- 2. Attempt any three questions from Que. No.2 to Que. No. 7**
- 3. Figures to the right indicate total marks.**

Q. 1 Multiple choice questions.

[12]

1. The communication process is complete only when the receiver sends .....

- A. Positive feedback      B. Negative feedback      C. Both A and B      D. None of the above

2. To choose the content of the presentation one must understand .....

- A. Need of the audience      B. The time limit      C. Both A and B      D. Available material

3. Which of the following are common barriers to effective communication?

- A. Hand gestures      B. Distractions      C. Be a good listener      D. Eyes and facial expression

4. Which of these is not a part of a letter?

- A. Date      B. Greeting      C. Photo      D. Signature

5. Hearing .....

- A. Follows listening      B. is independent of listening      C. Channel capacity      D. Precedes listening

6. Which of the following is not one of the steps in the communication process?

- A. Encoding message      B. Decoding message      C. Noise      D. Transmission over communication media

7. What do we call the part of the letter that contains the receiver's name and mailing address?

- A. Salutation      B. Addressee notation      C. Inside address      D. Subject matter



8. Facial expression, posture and eye contact are all skills in .....

- A. Verbal communication      B. Non-verbal communication      C. Anti-verbal communication      D. Post-verbal communication

9. Which of these occur because of difference in language?

- A. Physical barriers      B. Linguistic barriers      C. Cultural barriers      D. Speech barriers

10. .... is not a barrier to communication.

- A. Feedback      B. Ambiguity      C. Distortion of communication      D. Lack of trust

11. Listening and hearing refer to .....

- A. A specific act versus a general act  
B. Mental and physical acts respectively  
C. Same thing  
D. Different things

12. In letter writing format, a title, "Dear Mr. John" is an example of .....

- A. Signed name      B. Letter body      C. Introduction      D. Salutation

Q. 2 What is a communication? Write a detailed note on the process of communication. [16]

Q. 3 What are the barriers to effective listening and how to overcome the barriers to effective listening? [16]

Q. 4 Draft a notice, agenda and minutes of the 4<sup>th</sup> Annual Meeting of Rachana Cooperative Bank Ltd., Sangli to be held at the Bank's Assembly Hall on 29<sup>th</sup> December, 2022 at 3:00 pm. Imagine the business to be done. [16]

Q. 5 Write a report to the Chairman about the damage done by fire explosion and the means of carrying on business during rebuilding. [16]

Q. 6 Write a letter to Municipal Corporation complaining about the irregular water supply in your town. [16]

Q. 7 What are the barriers to effective communication? [16]

Q. 8 Write notes. (Any four out of Six) [20]

1. Difference between listening and hearing
2. Write an email to a hotel requesting to book two rooms for two days for your family.
3. Verbal and Non-verbal communication
4. Semantic and Psychological Barriers to communication
5. Evaluative and Assumptive Listening
6. Informal Communication