

Seat
No.**Kamala College, Kolhapur****(Autonomous)****B. C. A. (Part-I) (Semester-I)****Examination March / April, 2024.****NEP - 2020 Level - 4.5****AEC 104: Business Communication - I****Subject Code: 104****Day and Date: Wednesday, 10/04/2024****Total Marks: 40****Time: 12.00 p.m. to 2.00 p.m.****Instructions:**

1. Question 1 is compulsory.
2. Attempt any four questions from Que. No. 2 to Que. No. 8
3. Figures to the right indicate total marks.

Q. 1. Multiple Choice Questions.**[8]**

1. The ----- is the person who transmits the message.
 - a. receiver
 - b. sender
 - c. driver
 - d. cleaner
2. Which document is prepared before a meeting to list items to be discussed or acted upon?
 - a. Minutes
 - b. Memo
 - c. Agenda
 - d. Research Report
3. Any kind of letter generally ends with:
 - a. Subscription
 - b. Salutation
 - c. Heading
 - d. Signature
4. Message is any signal that triggers the response of a ----- .
 - a. receiver
 - b. sender
 - c. driver
 - d. no one
5. 'Yours sincerely' is used in which type of letter?
 - a. Informal
 - b. Formal
 - c. Both
 - d. None of the above

6. Our dress code is an example of ----- communication.

- a. verbal c. non-verbal
b. written d. spoken

7. Which of these is the first thing mentioned in a notice?

- a. Name of the organization c. Date
b. Notice d. Notice details

8. The response to a sender's message is called -----.

- a. food bank c. words
b. back d. feedback

Q. 2. Write a detailed note on types of communication. [8]

Q. 3. What are the possible ways to overcome the barriers of communication? [8]

Q. 4. Write a note on formal and informal communication. [8]

Q. 5. Write a letter of enquiry to Home Appliances Co. Ltd., Kolhapur regarding availability and supply of 30 water coolers of best quality, as the Purchase Officer of Shri Tex-tile Co. Ltd. Pune-2. [8]

Q. 6. Write a report to the Manager about the damage done by the earthquake to manufacturing plant, and shifting automation machineries to the new place. [8]

Q. 7. Explain written communication and characteristics of effective written communication. [8]

Q. 8. Write short notes. (Any two out of three) [8]

1. Write an email to your friend requesting him to join you for one day Picnic.
2. Draft a notice and agenda of the 4th Annual Meeting of Rachana Cooperative Bank Ltd., Sangli to be held at the Bank's Assembly Hall 4th November, 2023 at 3.00 p.m. Imagine the business to be done.
3. Psychological Barrier


