Con. 76-19.

Business Communication

JV - 7419[Total Marks : 100

N.B. : (1) All questions are compulsory.

- Figures to the right indicate full marks.
- (a) Fill in the blanks:— (i) A person who decodes a message is called (Sender, Receiver).

(3 Hours)

- (ii) Sender generally receives in Communication. (feedback, medium)
- in communication is known as response. (feedback, medium). CHIEF.
- (b) Correct the following sentence :-
 - (i) He is read the novel for pleasure.
 - (ii) She were brought here by her aunt.
 - (iii) The Cart was driven bye the horses.
- 2. Write short notes on any four of the following 2.0
 - Decoding (b) (a) Receiver (c) Agenda
 - Conference (e) (d) Interview (f) Distening.
- 3. Discuss in detail psychological barriers to communication. 10 OR

Discuss in detail any two types of interviews.

- 4. Write a letter of application in response to the following advertisement :-1.0 "Wanted Sales Executive" Candidate should be a graduate, smart and result oriented. The candidate having knowledge of computer will be preferred. Write to Box No. 402, c/o Times of India, S. V. Road, Kalina, Mumbai - 400 098. (Give your biodata)
- 5. Draft any four letters of the following :-24
 - (a) Draft a sales letter for newly launched ABC Mobile Phone.
 - (b) Your office wants to purchase stationery required for regular work. Write a letter of inquiry asking for some items with pricelist.
 - (c) You had purchased a refrigerator from XYZ Electronics, Mumbai. But it is not working properly. Draft a complaint letter.

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