

COMMERCE
To,
The Joint Director
Dr. Suya Roy Abraham
Dept. of English
SYBA - BC

SYBA - Semester 1

ACG

Business Communication - Question Bank

Unit - I

Write short notes on:

Chapter I.

1. Process of Communication or Communication Cycle.
2. Importance of Feedback in Communication
3. Importance of Communication in the Corporate or Global World.

Chapter II.

1. Internet as Information Superhighway.
2. E-Mail
3. Blogs
4. Moodle
5. Social Media – advantages and disadvantages
6. Facebook
7. Twitter

Chapter III.

1. Vertical Communication
 - a. Upward Communication
 - b. Downward Communication
2. Horizontal Communication
3. Grapevine Communication
4. Verbal Communication
5. Non-Verbal Communication
6. Oral Communication - Advantages and Disadvantages

7. Written Communication-Advantages and Disadvantages
- 8.Space and Proxemics
- 9.Business Etiquette.

Essay Type Answers

Chapter 1V

1. Explain in detail the term 'Business Ethics' and explain it's relevance in the present society.
2. Explain Corporate Social Responsibility and what steps should be taken by organisation to display CSR.

Chapter V

- 1.Explain in detail:
 - a.Physical Barrier
 - b.Semantic Barrier
 - c.Socio-Psychological Barrier

Chapter VI

- 1.What is the difference between Hearing and Listening and explain the advantages of good listening.
2. Explain the types of Listening and what are the obstacles to effective listening and how can one cultivate good listening skills.

Class: SYBA

Prof. M. M. Anekar
Subject: Business Communication Sem III

Topics: Unit 2- Communication at the Workplace

Unit 3- New Media in Communication

Unit 4- Business Correspondence

Unit 5- Writing Skills

Q. Answer the following Questions:

- 1) List the advantages and disadvantages of Written Communication.
- 2) List and explain the different types of Listening.
- 3) Explain the term Business Ethics with special reference to Surrogate Advertising.
- 4) List and explain the factors of communication.
- 5) Discuss any four advantages and disadvantages of Oral communication.
- 6) List and explain any four psychological barriers to communication. Suggest methods to overcome them.
- 7) List and explain any three physical barriers to communication. Suggest methods to overcome them.
- 8) What are the advantages and disadvantages of Upward channel of communications.
- 9) Distinguish between Listening and Hearing. Discuss the importance of listening.
- 10) Explain the ways in which an ethical workplace culture can be developed.
- 11) Discuss the Language Barriers to Communication and suggest how they can be overcome.

Q. . Draft a job application in response to the following advertisement:

Austen Pvt Ltd requires 3 full time Accounts Executives. Commerce graduates with good knowledge of accounting procedures and having 2-5 years of experience can apply. Salary: 3,00,000 P.A. Interested candidates can apply with full bio data to Personnel Manager, Austen Pvt Ltd, 205 Udyog Bhawan, Parel Mumbai 400032.

Q. Draft the following letters:

- A. You wish to pursue MBA in Human Resources from Bell Business School, Bangalore. Write your Statement of Purpose.
- B. Draft a recommendation letter for your student who has given your name as a reference while applying for an MBA course at Viva College of Management, New Delhi.
- C. Draft the letter of acceptance for Mr. Mitra Das who has been offered the post of a Relationship Manager by ADC bank Mumbai.

D. Write the resignation letter of MsSneha V who wishes to resign from her post of a junior executive in Mahindra Pvt Ltd as she has secured a better job.

Q. A Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement:

'Wanted Accounts Manager for a Publishing House in Pune. Commerce graduates with computer knowledge and good communication skills will be preferred. Apply to The Personnel Manager, Shell Publishing Pvt. Ltd., Pune.'

B. Mr. Arun Singh has been appointed as Assistant Sales Manager at Suraj Electricals Ltd., Tardeo, Mumbai. Draft a Letter of Acceptance on his behalf.

C. Smart Software Pvt. Ltd., Hyderabad is looking for an experienced Computer Programmer. Apply with Curriculum Vitae.

D. Ms. Sandhya Tiwari has been working with Hotel View, Mumbai since the past 10 years and would now like to resign from her post. Draft a Letter of Resignation on her behalf.

Q. Write a paragraph of about 150 words

- i. Clean India Campaign
- ii. College Life
- iii. Childhood
- iv. My Favorite book

Q. Read the following situation carefully and answer the questions given below:

Modern College had conducted a survey on the reasons why students find the subject of mathematics difficult. Some of the typical responses include statements like: "I don't like mathematics", "The teachers use difficult mathematical words which I don't understand"; "They teach in English language and I don't understand the language much"; "the students talk a lot in the class and I am unable to hear the teacher as I sit on the last bench"; "I don't want to study maths in future" and so on. The Principal wishes to improve the performance of the students.

Q 1. Identify some of the barriers in the above passage

Q 2. Suggest ways of overcoming them.