

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2017-18
Year and Program: 2017-2018	School :Commerce & Mgtt.	Department
Course Code: MBC107	Course Title: Professional Communication Skills	Semester – Odd (I)
Day and Date: Friday, 8th December 2017 28 Dec 2017	End Semester Examination (Re)	Time: 3 hrs, Max Marks: 100

Instructions: 1) All Questions are compulsory.

		Marks	COs
Q.1	Answer whether the following -		
a)	Answer whether True/ False-(any 5)	10	CO1
	i) Feedback is the receiver's response to the sender's message.		
	ii) The main advantage of written communication is that it provides a Permanent record of a message.		CO2
	iii) Communication is effective if we don't include a verbal component.		
	iv) Effective communicators choose from a variety of behaviors.		
	v) Sharing information with the people both inside and outside organization is the communication function.		
	vi) An organisational communication processes play an important role in presenting an company's image.		
b)	Answer the short questions –(any 5)	10	CO3
	i) Write a short note on Effective Report.		
	ii) What is meant by of Internal communication?		
	iii) Meaning of Circular.		CO4
	iv) Explain in short Significance of presentation of a report.		
	v) Write a short note on - Business Letter.		
	vi) Write a short note on-Memo.		
Q.2	Answer any Two-		
a)	What is meant by communication? Explain 7C's of communication.	10	CO1
b)	Explain the methods of Verbal communication.	10	CO1
c)	Write a short answer on sources of external communication.	10	CO1
Q.3	Answer any Two-		
a)	Place an order for 100 bar magnets for use in your factory of electrical goods, and reserve the right to reject them if they do not tally with the samples submitted. Draft a Letter in block style.	10	CO2
b)	Write a short answer on Styles of Letter writing.	10	CO2

c)	What is written communication? Explain with its significance.	10	CO2
Q.4 Answer any Two-			
a)	Explain the significance of Report writing.	10	CO3
b)	Elaborate elements of a formal report.	10	CO3
c)	What is meant by a business report? Explain the advantages of a Report.	10	CO3
Q.5 Answer the Following-			
a)	What is meant by organisational communication? Explain the significance of Organisational communication.	10	CO4
b)	Explain the elements of an Effective Resume.	10	CO4

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