

	Sanjay Ghodawat University, Kolhapur		2017-18
Established as State Private University under Govt. of Maharashtra. Act No XL, 2017			
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	End Semester Examination	Time: 3 hrs, Max Marks: 100	

Instructions: 1) All Questions are compulsory.

Q.1	Answer the following	Marks	COs
a)	Answer whether True or False -- (Any five) (2x5)	10	CO1
	i) Feedback is extremely important element in communication.		
	ii) Communication is the exchange of information between a sender and a receiver.		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 ethical image.		
b)	Answer the short questions -(Any five) (2x5)	10	
	i) What is meant by Organisational Communication?		CO3
	ii) Illustrate an example of Oral Communication.		
	iii) Write in short objectives of Communication.		
	iv) Nature of a formal report.		CO4
	v) Write a note on -Memo.		
	vi) What is a Notice?		
Q.2	Answer any Two-		
a)	What is communication? Explain the process of communication.	10	CO1
b)	Define communication. Explain the 7C's of Communication.	10	CO1
c)	What is the significance of communication? Explain with an example.	10	CO1
Q.3	Answer any Two-		
a)	Distinguish between Oral and Written Communication.	10	CO2

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| b) | Essentials of a good business letter. | 10 | CO2 |
| c) | Explain the Styles of a Business Letter. | 10 | CO2 |
| Q.4 | Answer any Two- | | |
| a) | What is Report Writing? Explain the format of a formal report. | 10 | CO3 |
| b) | Explain the significance of Report Writing. | 10 | CO3 |
| c) | Write a short answer on- Essentials of Presentation of a Report. | 10 | CO3 |
| Q.5 | Answer the following - | | |
| a) | Explain the essentials of Resume Writing. | 10 | CO4 |
| b) | Explain the meaning and importance of organisational communication. | 10 | CO4 |
