

190802

M.VOC. MANAGEMENT (BANKING & FINANCE)

Subject: Communication Skills

Subject Code: GPGE102

Semester: 1st (Regular)

Batch: 2019-20

Theory (External): 70 Marks

Time: 03 hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION -A (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

Q1 All questions are compulsory

- A The formal greeting with which a business letter begins is called
- | | |
|--------------|---------------|
| a) Reference | b) Salutation |
| c) Body copy | d) Subject |
- B The handshake that conveys confidence is
- | | |
|---------|-----------|
| a) Firm | b) Loose |
| c) Limp | d) Double |
- C Good business letters are characterized by the following personal quality of the writer
- | | |
|----------------|--------------|
| a) Humour | b) Formality |
| c) Seriousness | d) Sincerity |
- D Sales letters start with
- | | |
|--------------------------------|-------------------|
| a) An easy and effective way | b) A smooth story |
| c) An attention getting device | d) An anecdote |
- E A memorandum is considered a brief form of written communication for
- | | |
|-----------------|---------------|
| a) Internal use | b) Legal use |
| c) Formal use | d) Social use |

The most important goal of business communication is-----.

- a) Organizational goodwill
- b) Receiver's response
- c) Receiver's understanding
- d) Favourable relationship between sender and receiver

G Which of these is not considered in a telephonic conversation

- a) The tone of the speaker
- b) The volume of the speaker
- c) Body language
- d) The emotional content of the communication

H Communication is the task of imparting-----.

- a) Information
- b) Knowledge
- c) Message
- d) Wisdom

I In business, the phone calls must be very short because the other person may not be

- a) Interested in talking to you
- b) Paying attention to you
- c) Noting down what you say
- d) Free to talk to you

J Which of the following is not a key component of a resume?

- a) Employment history
- b) Academic credentials
- c) Names of the previous bosses
- d) Name and address

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- Q1 Discuss the developments taking place in today's workplace that increase the need for effective communication.
- Q2 Write a note on the essentials of effective oral communication.
- Q3 Describe the structure of a good presentation.
- Q4 "The face is the index of mind." Explain this statement in the light of non-verbal communication.
- Q5 What is artifactual communication?
- Q6 Draft an effective resume, using your own details.
- Q7 What are the objectives of holding a selection interview?
- Q8 How can a businessman make an effective use of voice mail facility?

*******END OF PAPER*******