



QUESTION BANK

UNIT -I – INTRODUCTION OF BUSINESS COMMUNICATION

Q. 1 Write the answer of the following Questions.

1. Explain the concept and Process of Communication.
2. Explain the scope of Communication.
3. State the features of Communication.
4. What are the elements of Communication?
5. Explain the Process of Communication.
7. Explain the Principles of Communication and State the Barriers Effective Communication,
8. State the important measures to overcome Barriers in Communication.
9. What do you mean by Downward Communication?

Q. 2. Write Short Notes:

1. Oral (Verbal) Communication.
2. Horizontal Communication.
3. Non-verbal Communication.
4. Advantages of Written Communication.
5. Disadvantages of Oral Communication.
6. Advantages of Oral Communication.
7. State the meaning of Horizontal Communication.



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UNIT – II BUSINESS LETTERS

Q.1. Answer the Following Questions:

1. Explain the functions of business letter?
2. State the importance of business letter.
3. Explain in detail the layout of business letter.
4. Explain in detail the essential qualities of a Good Business
5. Explain in detail qualities of good business letter.
6. Define the term 'Business Letter'. Explain in detail
7. Explain the structure of business letter.
8. What do you mean by “ YOU ATTITUDE”

Q.2. Write Short Notes:

1. Salutation Mark
2. Complementary Close
3. Opening Paragraph
4. Closing Mark
5. Inside Addressee
6. The Date.



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UNIT- III – SOFT SKILL

Q.1. Answer the following Questions:

1. Define the term 'Soft skill'. Explain the elements of soft-skill.
2. What is listening? Explain the principles of barriers of good listening.
3. Define the term listening. Describe the detail types of listeners.
4. What do you mean by listening? Explain in detail of principles of Listening.
5. Explain the techniques of effective speech.
6. Explain the need and importance of time management
7. Explain the advantages and disadvantages of time management
8. Explain the principles of time management
9. Explain the time management techniques
10. Explain the obstacles in problem solving and the guidelines for improving problem solving skills.

Q.2. Write short Notes :

1. Explain the do's and Don'ts of Group discussion
2. Explain the problem solving skills
3. Explain the elements of Good Speaking. improving problem solving skills
4. Explain the Do's and Don't of Group Discussion.
5. Time Management
6. Features of Oral Presentation
7. Effective Speaking.



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UNIT – IV – RESUME WRITING & JOB APPLICATION LETTER

Q.1 Answer the following Question

1. Draft an Application for the Post of 'Sales Manager' in Sudarshan Chemicals Ltd. Pune
2. Write a Job Application to 'Telco Company Ltd' Pune in response to an Advertisement for the Post of an Accountant.
3. What an Application Letter? Explain its various Elements of Application Letter.
4. Write an application letter for Employment With Complete Resume on Behalf of Amit P Shah to Cummins Sales and Services, Pune
5. Draft an Imaginary Appointment Letter to a job seeker who is selected for the Post of Marketing Manager.
6. Draft an Application Letter for the post of "Assistant Professor" in Management Institute, Pune.

Q.2 Write short Notes:

1. State the contents in Appointment Letter.
2. Bio- Data/ Curriculum Vitae/ Resume
3. Forms or Types of Application Letters.
4. Elements of Bio-Data.