

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/CMAEC129/2025/BBACM\_SEM2

FYBBACM (Second Semester) Examination, 2025

CMAEC129 - BUSINESS COMMUNICATION

(2024 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms:

- |  |       |
|--|-------|
| A) Business Communication                  | [ 1 ] |
| B) Socio cultural barrier in communication | [ 1 ] |
| C) Notice                                  | [ 1 ] |
| D) Self-Introduction                       | [ 1 ] |
| E) Meeting Agenda                          | [ 1 ] |

Q2. Cite two examples to explain the impact of globalization on communication. [ 5 ]

Q3. Name instances in which you will issue the following: Memo, Circular, Report, Flyer, Enquiry letter. [ 5 ]

Q4. Enumerate any five points you will bear in mind while preparing and appearing for a job interview. [ 5 ]

Q5. Business attire is very important in a work setting. Do you agree? Justify your stand. [ 5 ]

Q6. State the dos and don'ts to highlight the importance of body language while giving presentation. [ 5 ]

Q7. Classify barriers to effective communication. Mention any three ways to overcome these barriers. [ 5 ]

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