

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSAEC129/2026/BSCHS_SEM2

FYBSCHS (Second Semester) Examination, 2026

HSAEC129 - BUSINESS COMMUNICATION

(2025 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) Self-Introduction | [1] |
| B) Globalization | [1] |
| C) Semantic Barrier | [1] |
| D) Circular | [1] |
| E) Minutes of Meeting | [1] |

Q2. Explain briefly any 5 objectives of Business Communication. [5]

Q3. Name instances in which you will issue the following: Covering letter, Notice, Report, Promotional leaflet, Letter of order. [5]

Q4. Mention any one situation that will require you to use videoconferencing. State any two advantages and two disadvantages of videoconferencing. [5]

Q5. Give the importance of Professional conduct in a work setting. Justify with examples. [5]

Q6. Your friend is due for a presentation. Advise him some tips and tricks for effective presentation skills. [5]

Q7. Explain any two modes of Business Communication. Also describe any two barriers to Business Communication with ways to overcome them. [5]
