

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\_Revised

FYBSCHS (Second Semester) Examination, 2026

HSAEC129 - BUSINESS COMMUNICATION

(REV.2023 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) Standard Phraseology  | [ 1 ] |
| B) Psychological barrier in communication  | [ 1 ] |
| C) Memo  | [ 1 ] |
| D) Promotional leaflet   | [ 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. Advise a friend on tips and tricks for effective presentation skills.  | [ 5 ] |
| Q7. Explain the importance of Nonverbal communication in business setting. Give two examples.  | [ 5 ] |

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