Subject- Business Communication Paper-I

Marks- 100 Duration-3.00 hrs.

N.B:- 1. Figures to the right indicate full marks.
2. All questions are compulsory

1.A. Explain **any five** terms from the following in two to three sentences. **10**

1. The Halo Effect
2. Diagonal communication
3. Blog
4. Barrier
5. Communication
6. Grapevine
7. Netiquette

B. Match the following terms:- **05**

Sr. no.	Group 'A'	Group 'B'
1.	Encoding	a) Response
2.	Decoding	b) Receiver
3.	Verbal communication	c) Sender
4.	Non -Verbal communication	d) Meeting
5.	Feedback	e) Facial Expression
		f) Medium

C. Fill in the blanks by choosing appropriate option from the following:- **05**

1. Communication which moves from higher level to lower level, from manager to supervisor is ---------- communication.
   a) Downward b) Horizontal c) Diagonal d) Grapevine
2. Communication that takes place with the help of spoken words is ---------- communication.
   a) Oral b) Nonverbal c) Visual d) Body language
3. Listening is a ---------- process.
   a) Disciplinary b) Collective c) Complex d) Superficial
4. ----------is a set of moral principles, which guides the code of conduct and behavior of individuals as well as groups in society.
   a) Posters b) Etiquette c) Postures d) Ethics
5. ---------- is a greeting in writing which is always placed below the Inside address or the attention line.
   a) Letter Head b) Dateline c) Inside address d) Salutation

Q.2. Write short notes on **any four** of the following. **20**

a) Business etiquettes
b) Role of internet in business communication

c) Non-verbal methods of communication
d) MOODLE
e) Written communication
f) Formal channels of communication

20

Q.3. Attempt **any two** from the following:-

a) Elaborate the concept of business ethics and state its importance.
b) State the importance of listening in communication. List down some suggestions to improve listening skills.
c) Describe psychological barriers to communication in detail.

10

Q.4. Draft a letter of application with Resume for the post of a Sales Executive at Vishal Enterprises.

20

Q.5. Attempt **any four** from the following:-

a) Draft a Statement of Purpose for admission to a Master's program in Business Analytics at Harvard University.
b) Write a Recommendation Letter for your colleague who is applying for a Senior Sales Manager position in another company.
c) You wish to resign from your current job, as you have secured admission for a Master's degree in a reputed university. Draft your letter of resignation.
d) Write a Letter of Appreciation for an employee who successfully led a crucial project.
e) Draft a Letter of Acceptance for a job offer as an Operations Manager at Wipro.

05

Q.6 Write a paragraph on **any one** of the following:-

A. 1. Global warming
2. The Impact of Social Media on Professional Communication

05

B. Read the paragraph and answer the questions given below.

A young engineer named David recently joined a multinational company in Japan. Despite his technical expertise, he faced difficulties in adjusting to the corporate culture. His colleagues found him too direct, and he often misunderstood their non-verbal cues. This led to misinterpretations, affecting team collaboration. His manager suggested that he work with a cultural consultant to understand workplace etiquette in Japan. The consultant helped him grasp the importance of indirect communication, proper gestures, and polite expressions in Japanese business settings. Over time, David adapted to the new communication style, building better professional relationships.

1. What type of communication barrier did David experience?
2. How did the cultural consultant assist him in overcoming the challenges?

भाषांतर

गुण - १००

कालावधी-३ तारा

सूचना -

१. सर्व प्रश्न अनिवार्य आहेत
२. उजवीकडील आकडे पूर्ण गुण दर्शवतात
३. मूळ इंग्रजी प्रश्न प्रमाण मानावेत
४. प्रश्न क्रमांक ६ अ इंग्रजी मध्ये सोडवावा

प्र.१.अ. खालीलपैकी कोणत्याही **पाच संज्ञा** दोन ते तीन वाक्यांमध्ये स्पष्ट करा. १०

१. पूर्वग्रह प्रभाव
२. कर्णरेषा संज्ञापन
३. ब्लॉग
४. अडथळे
५. संज्ञापन
६. द्राक्षवेल संज्ञापन
७. नेटीकेट- इंटरनेट नैतिकता

ब. **खालील संज्ञा जुळवा:-** ०५

गट अ	गट ब
१. एन्कोडिंग	अ) प्रतिसाद
२. डिकोडिंग	ब) प्राप्तकर्ता
३. मौखिक संवाद	क) प्रेषक
४. अमौखिक संज्ञापन	ड) सभा
५. अभिप्राय	इ) चेहऱ्यावरील भाव
	फ) माध्यम

क. योग्य पर्याय निवडून रिकाम्या जागा भरा:- ०५

१. व्यवस्थापकापासून पर्यवेक्षकापर्यंत, उच्च पातळीपासून खालच्या पातळीपर्यंत जाणारा संवाद म्हणजे ---------- संवाद.

अ) अधोगामी ब) क्षितिज समांतर क) कर्णरेषा ड) द्राक्षवेल

२. बोललेल्या शब्दांच्या मदतीने होणारा संवाद म्हणजे --------- संवाद.

अ) मौखिक ब) अशाब्दिक क) दृश्य ड) देहबोली

३. ऐकणे ही एक ---------- प्रक्रिया आहे.

अ) शिस्तबद्ध ब) सामूहिक क) जटिल ड) वरवरची

४. व्यक्ती तसेच समाजातील गटांच्या आचारसंहिता आणि वर्तनाचे मार्गदर्शन करणारी नैतिक तत्वे म्हणजे ---------- होय .

अ) पोस्टर्स ब) शिष्टाचार क) देहबोली/मुद्रा ड) नीतिमत्ता

५. ---------- हे नेहमी प्राप्तकरत्याचा पत्ता किंवा विषय ओळी नंतर वापरले जाते.

अ) लेटरहेड ब) तारीख क) प्राप्तकरत्याचा पत्ता ड) अभिवादन

प्र.२ खालीलपैकी कोणत्याही चार टीपा लिहा २०

अ) व्यवसायिक शिष्टाचार

ब) व्यवसायिक संज्ञापनात इंटरनेटची भूमिका

क) संज्ञापनाच्या अशाब्दिक पद्धती

ड) मूडल(MOODLE)

इ) लेखी संज्ञापन

फ) संज्ञापनाची औपचारिक माध्यमे

प्र.३. खालीलपैकी **कोणतेही दोन** प्रश्न सोडवा २०

अ) व्यवसायीक नीतिमत्तेची संकल्पना स्पष्ट करून तिचे महत्त्व सांगा.

ब) संज्ञापन प्रक्रियेमध्ये श्रवण कौशल्याचे महत्त्व सांगा. श्रवण कौशल्य सुधारण्यासाठीच्या उपायोजना नमूद करा.

क) संज्ञापनामध्ये येणाऱ्या मानसिक अडथळ्यांचे तपशीलवार वर्णन करा.

प्र.४. विशाल एंटरप्रायझेसमध्ये सेल्स एक्झिक्युटिव्ह या पदासाठी अर्जाचे पत्र आणि रिज्युम तयार करा. १०

प्र.५. खालीलपैकी कोणतेही चार प्रश्न सोडवा :- २०

अ) **हार्वर्ड विद्यापीठात बिझनेस ॲनालिटिक्समधील मास्टर्स प्रोग्राममध्ये प्रवेशासाठी उद्देशाचे विधान SOP तयार करा.**

ब) **तुमच्या सहकार्याने दुसऱ्या कंपनीमध्ये वरिष्ठ विक्री व्यवस्थापक पदासाठी अर्ज केला आहे त्याची शिफारस करणारे पत्र लिहा.**

क) तुम्हाला एका प्रतिष्ठित विद्यापीठात पदव्युत्तर पदवीसाठी प्रवेश मिळाला असल्याने तुम्ही सध्या नोकरी करत असलेल्या ठिकाणी सादर करण्यासाठी राजीनामा पत्र तयार करा.

ड) एका महत्त्वाच्या प्रकल्पाचे यशस्वीरित्या नेतृत्व करणाऱ्या कर्मचाऱ्यासाठी प्रशंसा पत्र लिहा.

इ) तुमची विप्रो येथे ऑपरेशन्स मॅनेजर म्हणून निवड झाली आहे तरी त्या पदासाठीचे स्वीकृती पत्र तयार करा.

प्र.६.अ. खालीलपैकी **कोणत्याही एका** विषयावर परिच्छेद लिहा:- ०५

1. Global warming
2. The Impact of Social Media on Professional Communication

ब. खलील परिच्छेद वाचा आणि दिलेल्या प्रश्नांची उत्तरे द्या. ०५

A young engineer named David recently joined a multinational company in Japan. Despite his technical expertise, he faced difficulties in adjusting to the corporate culture. His colleagues found him too direct, and he often misunderstood their non-verbal cues. This led to misinterpretations, affecting team collaboration. His manager suggested that he work with a cultural consultant to understand workplace etiquette in Japan. The consultant helped him grasp the importance of indirect communication, proper gestures, and polite expressions in Japanese business settings. Over time, David adapted to the new communication style, building better professional relationships.

१. डेव्हिडला कोणत्या प्रकारच्या अडथळ्याचा सामना करावा लागला?

२. सांस्कृतिक सल्लागाराने आव्हानांवर मात करण्यासाठी त्याला कशी मदत केली?

Semester: I . A.I.K.T. (CBCS) Exam March 2026 Class: F.Y. B.COM

Total Marks: 100, Date 06/03/2026, Time 12.30 pm to 3.30 pm Paper No.: I

Subject Name: Mathematics (Mathematical and Statistical Techniques I)

Time: 3 Hrs. Full Marks: 100

Instructions: 1) All questions are compulsory.

2) Use of simple calculator is allowed.

3) Figures to right indicate full marks.

Q.1 Attempt <u>any four</u> of the following. **(20)**

a) How many shares of market value Rs.120 each can be purchased for Rs.60180, brokerage being 0.3%?

b) Shailesh invested Rs.6888 in Birla Sunlife Mutual Fund and received 44.8 units. If the entry load is 2.5%, find the NAV at the time of purchase.

c) An investor invested Rs. 20000 in a mutual fund at NAV of Rs. 230 and entry load of 2%. If the fund declared the dividend of 50%, find the dividend received by him.

d) Suresh bought one share of face value Rs. 100, for Rs. 2000. If the company declared a dividend of 300%.
i) What will be his dividend?
ii) What will be his rate of return?

e) Investment is Rs. 1000 per month for 5 months with NAVs with Rs 10, 12, 14, 13, 11 respectively, the entry load being 2.25%. Find the average unit cost and arithmetic mean.

Q.2 Attempt <u>any four</u> of the following. **(20)**

a) From 5 professors and 7 students, A committee of 4 is to be formed in how many ways this can be done if the committee contains
a) Exactly 3 professors
b) At least 3 professors
c) At most 2 professors

b) How many seating arrangements can be made for 7 students in
i) 3 chairs ii) 7 chairs?

c) Find the number of distinct permutations of the letters of the words,
i) SURROUNDINGS ii) COMMITTEE

d) A toy manufacturer produces toy car and toy planes, each of which must be processed through two machines A and B. Machine A has maximum of 120 hours available and Machine B has maximum of 180 hours available. Manufacturing a car requires 6 hours in machine A and 3 hours in machine B. Manufacturing a plane requires 4 hours in machine A and 10 hours in machine B. If profits are Rs.45 for a car and Rs.55 for a plane, determine the number of cars and number of planes that should be manufactured in order to maximize the profit.

e) Maximize $z= 6x+7y$ subject to $2x+3y\leq 12$, $2x+y\leq 8$, $x\geq 0$, $y\geq 0$.

Q.3 Attempt any four of the following. (20)

a) Find the mode of the following data.

Class Intervals	0-25	25-50	50-75	75-100
Frequency	500	700	800	400

b) Find the variance and standard deviation for the following.

x	0	2	4	6	8
f	2	3	5	6	4

c) Find the arithmetic mean for the following data.

Class Intervals	0-20	20-40	40-60	60-80
Frequencies	10	25	50	70

d) Find the Quartiles in of the following data.

Weight (kgs)	45-50	50-55	55-60	60-65	65-70	70-75
No. of Students	16	17	20	21	14	12

e) The mean and the standard deviation of a set of 10 values are 40 and 3 respectively. The mean and the standard deviation of another set of 5 values are 46 and 2 respectively. Find the mean and the standard deviation of the combined set.

Q.4 Attempt any four of the following. **(20)**

a) Two dice are rolled. Find the probability that the sum of the numbers on the uppermost faces is
   i) An even number or a perfect square.
   ii) A perfect square or a number less than 5

b) Three coins are tossed. Find the probability of getting,
   i) No head ii) Two heads
   iii) At least two heads iv) At most two heads

c) One card is drawn from a well shuffled pack of 52 cards. Find the probability that it is
   a) Diamond or an Ace b) Red card or a Queen

d) In each Probability mass function of random variable X given below, find k.

X	0	1	2	3
P(X)	¼	½	1/8	K

e) A bag contains 7 white balls, 5 black balls and 4 red balls. If two balls are drawn at random from the bag, find the probability that one is black and the other is red.

Q.5 Attempt any four of the following. **(20)**

a) Determine the best decision according to EOL criterion for the following pay-off table:

States of nature	Alternatives			Probability
	A	B	C	
S_1	12	22	15	0.5
S_2	24	30	20	0.2
S_3	15	25	10	0.3

b) You are given the following payoff table for three acts A_1, A_2, A_3 and the states of nature E_1, E_2, E_3.

States of nature	A_1	A_2	A_3
E_1	25	-10	-125
E_2	400	440	400
E_3	650	740	750

The probabilities of the states of nature are 0.1, 0.7, and 0.2 respectively. Find the optimum decision using EMV criterion.

c) The following matrix gives the payoff in rupees of different strategies (acts) S_1, S_2, S_3 against different events E_1, E_2, E_3:

Strategy	Events		
	E_1	E_2	E_3
S_1	30,000	40,000	25,000
S_2	50,000	45,000	10,000
S_3	40,000	40,000	40,000

What decision can be taken using maximax and minimax regret criteria?

d) ABC company is evaluating 4 alternatives on investments whose returns are based on the state of economy fair, good and great with probability 0.2, 0.5 and 0.3 respectively. The returns are as follows:

Alternatives	Fair	Good	Great
P	1000	3000	6000
Q	500	4500	6800
R	0	5000	8000
S	-4000	6000	8500

Draw decision tree and determine the expected return for each alternative. Give your decision using EMV.

e) The Research department of consumer products division has recommended the marketing department to launch soap with 3 different perfumes. The marketing manager has to decide the type of perfume to launch under the following estimated payoff for various levels of sales.

State of nature	Estimated sales (units)		
	25000	15000	10000
I	200	25	20
II	30	20	10
III	50	30	5

What decision can be taken using Maximin and Laplace criteria?

(3)