

Duration: 2 1/2 Hours

PROF615NBC

Marks: - 75

- Note: - 1) All questions are compulsory
2) All questions carry equal marks
3) Figures to the right indicate maximum marks.

Q.1A) Match the following: - (Any 8)

(8 M)

- (A)
- 1) Technology
 - 2) Diagonal channel
 - 3) Proximics
 - 4) Closed mind
 - 5) Fake listening
 - 6) Accompanies resume
 - 7) Enclosure
 - 8) 'To' field of E-mail
 - 9) Social media
 - 10) Halo Effect

- (B)
- 1) Study of Space in communication
 - 2) Blurs private/public boundaries
 - 3) Documents sent with email
 - 4) Cover letter
 - 5) Aids presentation skills
 - 6) Email address of receiver
 - 7) Opposite of Horn effect
 - 8) Bypasses authority
 - 9) Listening inattentively
 - 10) No room to learn new things

Q.1B) state whether following statements are true or false :- (Any 7)

(7 M)

- 1) The conventional form of resume is appropriate for all types of applicants.
- 2) Simple sentences are preferred in official correspondence.
- 3) Take at least a few days before responding to your E-mails.
- 4) A listener should not come prepared for a talk or a discussion.
- 5) Pause by speakers before an important point creates suspense.
- 6) Communication gap can be caused due to distance and not due to time.
- 7) Colors cannot convey messages.
- 8) An oral warning is a soft warning (in comparison to written warning) .
- 9) Signs and symbols were used in absence of language.
- 10) Communication should result in an understanding response.

Q.2) Answer the following:-

- 1) What is horizontal communication? List its advantages and disadvantages. (08M)
- 2) How can communication be used to boost morale of employees? (07M)

OR

- 3) What are Business etiquettes and their types? (15 M)

Q.3) Answer the following:-

- 1) How do business ethics impact different kinds of media such as journalism, entertainment and social media? (15 M)

OR

- 3) What do you understand by listening? Why effective listening is considered very important? (08M)
- 4) What are physical barriers and how can you overcome them? (07M)

Q.4) Answer the following: -

- 1) A leading company in Bangalore needs a software developer with an experience of 3 year. The candidate must be well versed with the latest trends in information technology and communication. Background - software engineer.

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(10)

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2) You have received an offer for the position of Senior Project Manager at XYZ Pvt. Ltd. Write a letter of job acceptance. (Modified Block Format) (5)

OR

3) Paresh is seeking admission to Melbourne University. He has passed B.com with a 1st class and has finished his MBA. He loves travelling and singing draft a SOP for him. (10)

4) Sharad has changed his residence from Malad to Bhandup. He has secured a post of clerk at Rustam International in Thane. Draft his letter of resignation from the post of Clerk at Poonam Stores, Borivali. (Semi-Block form) (5)

Q.5) Write short notes on :- (Any 3) (15 M)

- 1) 'You' Attitude in communication.
- 2) Websites
- 3) Importance of communication in corporate world
- 4) Corporate social responsibility
- 5) Post scriptum

OR

1) Write a paragraph of 150-200 words on the following topic: Importance of stress management (10)

2) Draft an interoffice memo importing information regarding a workshop organized for the Employees for a new software training . (5)

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