

- Note : 1) All Questions are compulsory.**
2) Figures to right indicate full marks.

- Q.1 A) Match the following (Any Eight) (08)**
- | "A" | "B" |
|---------------------------|--|
| 1) Positive feedback | a) Speedy means of communication |
| 2) Motivation | b) C's of communication |
| 3) Upward channel | c) Listening with eyes closed |
| 4) E-mail | d) Helps sender and receiver in filing |
| 5) Closed mind | e) Inner drive |
| 6) Intellectual listening | f) Reward |
| 7) Clarity | g) No room to learn new things |
| 8) Reference Number | h) Noise |
| 9) Physical Barrier | i) Involves the use of common symbols |
| 10) Encoding | j) Junior reports work details to a senior |
- Q.1 B) State whether the following statements are true or false. (Any Seven) (07)**
- 1) Sender encodes the message while receiver decodes the message.
 - 2) Horizontal communication often leads to ego clashes.
 - 3) Formal communication takes place within the line of hierarchy.
 - 4) Colours cannot convey messages.
 - 5) A virus protection software scans incoming mails.
 - 6) To motivate is to discourage a person. CO₁-CO₃
 - 7) Jargon means technical language.
 - 8) Listening involves simple hearing.
 - 9) Signature gives legal validity to a letter.
 - 10) Simple sentences are preferred in official correspondence.
- Q.2 A) Define communication and explain its process with a labeled diagram. (08)**
- B) List advantages and Limitations of downward communication. (07)** CO₁, CO₂
- OR**
- C) Elaborate on the importance of Body language in communication. (08)**
- D) What are the obstacles to effective listening? How will you overcome them? (07)** CO₁
- Q.3. A) Discuss the ethics that should govern the user of the computer and internet. (15)**
- OR**
- B) List and explain any five psychological Barriers to communication and explain how they can be overcome. (15)** CO₂
- Q.4. A) Draft a reply to the following advertisement "A leading house require the services of a sales manager who can push cotton and synthetic fabrics in export markets.Salary on merit. Apply with curriculum vitae to Box No. 87654. The Times of India, Mumbai - 400 001. (10)**
- B) You have received an offer for the position of senior Account at U foam Mattresses.Write a letter of Job Acceptance. (05)** CO₃
- OR**
- C) Draft a letter of Application with resume for the post of Finance manager at ABB company, Nashik. (10)**
- D) Ms. Madhuri Patel has been working as receptionist with Surya Infrastructure Pvt. Ltd., Pune since last 3 years and would now like to resign from her post to seek better career opportunity. Draft a letter of Resignation on her behalf. (05)**
- Q.5. Write short notes on the following (Any 3) (15)**
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| 1) The importance of feedback | 2) Information as an objective of communication |
| 3) Internet | 4) Types of listening |
| 5) 'You' Attitude | |