

Q. P. Code: 24638

(Time: 2 ½ Hours)

(Total Marks: 75)

Please check that you have the Correct Question Paper

N.B.: All questions are compulsory

Q.I. (A) Match the Columns (Any Eight):

(8)

1	Communis	A	Agreement of Opinion
2	Consensus	B	To Make Common
3	Signs and Signals	C	Non-verbal Communication
4	Jargon	D	Sales Objective
5	Feedback	E	Physical Barrier
6	Facial Expressions	F	Psychological Barrier
7	Noise	G	Immediate Feedback
8	Oral Communication	H	Response
9	Slanting of a Message	I	Technical Language
10	Persuasion	J	Kinesics

(B) State whether the following statements are True or False (Any Seven):

(7)

1. Encoding is not a stage in the Communication Cycle
2. The Salutation is positioned just before the Body of the letter.
3. Psychological barriers are also called Barriers of the Mind.
4. Written Communication is a type of Non-verbal Communication.
5. Proxemics is the study of how people use the space around them to communicate.
6. A tweet on Twitter can have maximum 280 characters.
7. Email is an offline correspondence system.
8. Vertical communication is a two way communication.
9. A Post Script is a positioned just before the Complimentary Close
10. The Signature is an optional part of a Business Letter.

P.T.O.

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- II. (A) Illustrate and explain the Process of Communication. (7)
(B) List and explain the differences between Horizontal and Vertical Communication. (8)

Or

- (C) List and explain in brief any seven methods of Non-verbal Communication. (7)
(D) List the advantages and disadvantages of Downward Communication in an organization. (8)

- III. (A) What is meant by Personal Integrity at the Workplace? List and explain various ways of demonstrating it? (15)

Or

- (B) List and explain any five Barriers to Communication that exist in a classroom and suggest how these barriers can be overcome. (15)

4. (A) Draft an application with Bio- data in reply to the following advertisement: (10)
'Wanted a Secretary for Smith & Co. Exports Pvt. Ltd., Mumbai. Graduates with good communication skills will be preferred. Knowledge of Marathi will be an added advantage. Apply to The Managing Director, Smith & Co. Exports Pvt. Ltd. Mumbai. Write the letter in the Complete Block layout.

- (B) Ms. Lily White has been offered the post of Secretary with Smith & Co. Exports Pvt. Ltd., Whitefield, Bengaluru. Draft a Letter of Acceptance on her behalf. Write the letter in the Modified Block layout. (05)

Or

- (C) Can Bank Financial Services Pvt. Ltd. Fort, Mumbai, requires a Junior Sales Executive, with excellent communication skills and an aptitude for sales for its newly opened branch office in Lower Parel, Mumbai. Draft a Letter of Application with Bio-Data addressed to The Managing Director, Can Bank Financial Services Pvt. Ltd., Fort, Mumbai. Use the Complete Block layout. (10)

- (D) Mr. John has decided to resign from his position as an Accountant with 'Growth Financial Services Pvt. Ltd.', Mumbai to seek a better position in a Multinational Company. Write a Letter of Resignation on his behalf. Use the Semi Block layout. (05)

- V. Write Short Notes on the following (Any Three): (15)

1. The Need and Importance of Business Communication
2. Advantages of Social Media
3. Consensus as a Channel of Communication
4. The Disadvantages of Written Communication
5. Videoconferencing