

- 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.
  - 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)**
- 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)**
- 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)**
- 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)**
- 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)**
- 1) The importance of feedback
  - 2) Information as an objective of communication
  - 3) Internet
  - 4) Types of listening
  - 5) 'You' Attitude