

DURATION: - 2½ hrs

414011223

MARKS:- 75

Note: - (1) All questions are compulsory.
 (2) All questions carry equal marks.
 (3) Figures to the right indicates full marks

Q.1 A) Match the Columns:- (Any Eight)

CO1,2,3,4
R/U/A/AP/E

8M

- | A | B |
|-------------------------|-----------------------------------|
| 1) Positive feedback | a) Needs mental discipline |
| 2) Message | b) Speedy means of communication |
| 3) Upward Channel | c) End of the E-mail |
| 4) Verbal Communication | d) Dear Sir |
| 5) E-mail | e) Documents attached |
| 6) Video-Conferencing | f) Reward |
| 7) Good Listening | g) Verbal or Non-verbal symbols |
| 8) Signature | h) Junior reports work |
| 9) Salutation | i) Details to a senior |
| 10) Enclosure | j) Oral and written Communication |

Q.1 B) State whether the following are true or false: (Any seven)

CO1,2,3,4
R/U/A/AP/E

7M

- 1) The message that gets no response is not communicated.
- 2) Communication only involves transfer of information.
- 3) An oral warning is a soft warning.
- 4) Horizontal communication consists of upward and downward communication.
- 5) Internet connects individuals and groups to information and to services all over the world.
- 6) Colours cannot convey messages.
- 7) Listening enables understanding of a message.
- 8) Silence always builds walls among people.
- 9) Social media tools tend to be available at a very high cost relative to other forms of media.
- 10) Writing a letter of acceptance on being selected is a positive move.

Q.2 a) Define communication and explain its process with a labelled diagram.

CO1,2-U/R

7M

b) List any four advantages and disadvantages of written communication.

CO1,2-U/R

8M

OR

c) Write the advantages and limitations of Grapevine communication.

CO1,2-U/R

7M

d) List any four positive and negative impact of Internet.

CO1,2-U/R

8M

- | | | | |
|-----------|--|-------------------------|-----|
| Q.3 a) | List and explain any five psychological barriers to communication and explain how they can be overcome. | CO1,2,3-
U/R/A | 15M |
| OR | | | |
| b) | Explain the term business ethics with special reference to personal integrity at the workplace. | CO1,2,3-
U/R/A | 15M |
| Q.4 a) | A leading multinational company requires management trainees for its newly opened branch at Mumbai. The candidate should be a post – graduated with a minimum of two years work experience and should have excellent communication skills. Apply with Curriculum Vitae to P.O. Box No. 123, The Times of India, Mumbai. Use the Complete Block Layout. | CO1,2,3,4-
U/R/AP/CR | 10M |
| b) | You have received an offer for the position of a senior sales executive at ABC Ltd. Company. Write a letter of job acceptance. Use the Modified Block Layout. | CO1,2,3,4-
U/R/AP/CR | 5M |
| OR | | | |
| c) | Draft a letter of Application with Curriculum Vitae for the post of an IT Administrator at Cloud Computech. Use the Complete Block Layout. | CO1,2,3,4-
U/R/AP/CR | 10M |
| d) | Mr. Hiralal has been working as an Accounts Manager with XYZ Private Limited since the past five years and would now like to resign from his post. Draft a letter of resignation on his behalf. Use the Semi Block Layout. | CO1,2,3,4-
U/R/AP/CR | 5M |
| Q.5) | Write Short Notes on the following:(Any three) | | 15M |
| a) | Types of feedback | CO1,2-R/U | |
| b) | Importance of listening | CO1,2,3-
U/AP | |
| c) | Child labour | CO1,2,3-
U/AN | |
| d) | 'You' Attitude | CO1,2,3,4-
U/AP | |
| e) | Physical appearance of business letter | CO1,2,3,4-
U/AP/CR | |
