

P4BC08/10

Duration: 2 ½ hours

Total Marks: 75

N. B. All questions are compulsory.

Q. 1. A. Fill in the blanks with suitable options: (Any Eight) (08)

- 1) is a secondary, informal channel of communication.
(Grapevine / Vineyard / Grapefruit)
- 2) Media ethics overlap with
(Computer ethics / Workplace ethics / Environmental ethics)
- 3) Non-verbal communication is a to verbal communication.
(supplement / complement / contradiction)
- 4) Notices and circulars are examples of communication.
(Upward / Downward /Grapevine)
- 5) People of different time zones often have a problem in communication. This is an example of a..... Barrier to Communication.
(Physical / Psychological / Semantic)
- 6) requires the conscious involvement of the listener.
(Listening / Hearing / Speaking)
- 7) gives legal validity to a letter.
(Subject line / Signature / Enclosure block)
- 8) is the response given by the receiver to the sender's message.
(Encoding / Decoding / Feedback)
- 9) A Curriculum Vitae is commonly known as
(Notice / Bio-data / Circular)
- 10) Body Language is also known as
(Kinesics / Kinetic / Cryptic)

Q. 1. B. State whether the following statements are True or False: (Any Seven) (07)

- 1) Oral communication needs space for storage.
- 2) Formal communication is time consuming and expensive.
- 3) Hierarchy means grading according to status or position in an organization.
- 4) There is complete involvement of the listener in passive listening.
- 5) Speed is the one of the main advantages of using e-mails.
- 6) Sharing confidential documents of an organization without authority or permission is ethically right.
- 7) Managers should be good listeners.
- 8) Digital ethics deals with environmental issues.
- 9) Decoding completes the cycle of communicate.
- 10) Expertise is available for free.

- Q. 2 A. List and explain the Factors of Communication. (07)
B. Discuss any four advantages and disadvantages of Oral Communication. (08)
- OR**
- C. List and explain any three Physical Barriers to Communication. Suggest methods to overcome them. (07)
D. What are the advantages and disadvantages of Upward Communication? (08)
- Q. 3 A. Distinguish between Listening and Hearing. Discuss the importance of Listening. (15)
- OR**
- B. Explain the ways in which an ethical workplace culture can be developed. (15)
- Q. 4 A. Draft a Letter of Application with a Curriculum Vitae in reply to the following advertisement: (10)
'A reputed engineering firm requires a telephone operator. Applicants should be graduates from a recognized University and must have minimum two years' experience in a similar capacity.'
(Use the Complete Block layout)
- B. Draft a Letter of Job Acceptance on behalf of Mr. Khanna for the post of a Senior Supervisor in a multinational company. (05)
(Use the Modified Block layout)
- OR**
- C. Write a Letter of Application letter with a Curriculum Vitae in response to the following advertisement: (10)
"Wanted a Trainee Manager for a reputed company. Graduates may apply to Box no. 6795, The Times of India, Mumbai 400 001.
(Use the Complete Block layout)
- D. You have got admission for the MBA course in a reputed Management Institute. Draft a Letter of Resignation addressed to your current employer. (Use the Semi Block layout) (05)
- Q. 5. Write short notes: (Any Three) (15)
- 1) Importance of Feedback in Communication
 - 2) Office Etiquette
 - 3) Disadvantages of Written Communication
 - 4) Corporate Social Responsibility
 - 5) Advantages of Internet