

Duration: 2 1/2 Hours

PROF615NBC

Marks: - 75

- Note: - 1) All questions are compulsory
2) All questions carry equal marks
3) Figures to the right indicate maximum marks.

Q.1A) Match the following: - (Any 8)

(8 M)

- (A)
- 1) Technology
 - 2) Diagonal channel
 - 3) Proximics
 - 4) Closed mind
 - 5) Fake listening
 - 6) Accompanies resume
 - 7) Enclosure
 - 8) 'To' field of E-mail
 - 9) Social media
 - 10) Halo Effect

- (B)
- 1) Study of Space in communication
 - 2) Blurs private/public boundaries
 - 3) Documents sent with email
 - 4) Cover letter
 - 5) Aids presentation skills
 - 6) Email address of receiver
 - 7) Opposite of Horn effect
 - 8) Bypasses authority
 - 9) Listening inattentively
 - 10) No room to learn new things

Q.1B) state whether following statements are true or false :- (Any 7)

(7 M)

- 1) The conventional form of resume is appropriate for all types of applicants.
- 2) Simple sentences are preferred in official correspondence.
- 3) Take at least a few days before responding to your E-mails.
- 4) A listener should not come prepared for a talk or a discussion.
- 5) Pause by speakers before an important point creates suspense.
- 6) Communication gap can be caused due to distance and not due to time.
- 7) Colors cannot convey messages.
- 8) An oral warning is a soft warning (in comparison to written warning) .
- 9) Signs and symbols were used in absence of language.
- 10) Communication should result in an understanding response.

Q.2) Answer the following:-

- 1) What is horizontal communication? List its advantages and disadvantages. (08M)
- 2) How can communication be used to boost morale of employees? (07M)

OR

- 3) What are Business etiquettes and their types? (15 M)

Q.3) Answer the following:-

- 1) How do business ethics impact different kinds of media such as journalism, entertainment and social media? (15 M)

OR

- 3) What do you understand by listening? Why effective listening is considered very important? (08M)
- 4) What are physical barriers and how can you overcome them? (07M)

Q.4) Answer the following: -

- 1) A leading company in Bangalore needs a software developer with an experience of 3 year. The candidate must be well versed with the latest trends in information technology and communication. Background - software engineer.

Apply with curriculum vitae to P.O.Box.no.123, The Times of India, Mumbai - (full block form)

(10)

2) You have received an offer for the position of Senior Project Manager at XYZ Pvt. Ltd. Write a letter of job acceptance. (Modified Block Format)

(5)

OR

3) Paresh is seeking admission to Melbourne University. He has passed B.com with a 1st class and has finished his MBA. He loves travelling and singing draft a SOP for him.

(10)

4) Sharad has changed his residence from Malad to Bhandup. He has secured a post of clerk at Rustam International in Thane. Draft his letter of resignation from the post of Clerk at Poonam Stores, Borivali. (Semi Block form)

(5)

Q.5) Write short notes on :- (Any 3)

(15 M)

- 1) 'You' Attitude in communication.
- 2) Websites
- 3) Importance of communication in corporate world
- 4) Corporate social responsibility
- 5) Post scriptum

OR

1) Write a paragraph of 150-200 words on the following topic:
Importance of stress management

(10)

2) Draft an interoffice memo importing information regarding a workshop organized for the Employees for a new software training .

(5)

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