

R13724 ATKT

F4-Prq- 414011223 (BC)-(15)

DURATION: - 2½ hrs

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- 8M.  
R/U/A/AP/E

- |                          |                         |
|--------------------------|-------------------------|
| 1) Physical Barrier      | a) Documents attached   |
| 2) Charts and Graphs     | b) General Agreement    |
| 3) Enclosure             | c) Sales Objective      |
| 4) Technical Terminology | d) Jargon               |
| 5) Clarity               | e) Dear Sir             |
| 6) Consensus             | f) Body Language        |
| 7) Persuasion            | g) C's of communication |
| 8) Salutation            | h) Language Barrier     |
| 9) Kinesics              | i) Noise                |
| 10) Homonyms             | j) Visual Communication |

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

CO1,2,3,4- 7M  
R/U/A/AP/E

- 1) The sender and the encoder may be too different persons.
- 2) A Message and a communication are the same.
- 3) Grapevine is an informal, secondary channel of communication.
- 4) Silence is an effective method of communication.
- 5) The process of communication begins with a medium and channel.
- 6) A sign and a signal are the same.
- 7) Colours may convey many direct and indirect messages.
- 8) Written communication has legal value.
- 9) Sending a FAX message is equivalent to sending a photo copy.
- 10) The inside address is a compulsory part of a business letter.

Q.2 a) Explain and illustrate the process of communication.

CO1,2-U/R 7M

b) What are the characteristics of written communication?

CO1,2-U/R 8M

OR

c) Discuss and explain in detail vertical communication.

CO1,2-U/R 7M

d) List any five advantages and disadvantages of oral communication?

CO1,2-U/R 8M

Q.3 a) Distinguish between listening and hearing. List and explain the common barrier to effective listening.

CO1,2,3- 15M  
U/R/A

OR

- |           |   |                         |     |
|-----------|---|-------------------------|-----|
| b)        | Explain the term business ethics with special reference to Personal Integrity at the workplace.   | CO1,2,3-<br>U/R/A       | 15M |
| Q.4 a)    | Draft a letter of Application with Curriculum Vitae for the post of a Company Secretary at Fair Cosmetic Company Private Limited. Use the Complete Block Layout.  | CO1,2,3,4-<br>U/R/AP    | 10M |
| b)        | Mr. Aamir Sharma has been offered the post of an IT administrator in Cloud Computech. Draft a letter of job Acceptance on this behalf. Use the Modified Block Layout.   | CO1,2,3,4-<br>U/R/AP/CR | 5M  |
| <b>OR</b> |   |                         |     |
| c)        | Draft a letter of Application with Curriculum Vitae for the post of an Accounts Manager in Kakaji films Private Limited. Use the Complete Block Layout.   | CO1,2,3,4-<br>U/R/AP/CR | 10M |
| d)        | Mr. Rajesh has been working as a Sales Manager with PQR Pvt Ltd since the past ten years and would now like to resign from this post. Draft a letter of Resignation on his behalf. Use the Semi Block Layout. | CO1,2,3,4-<br>U/R/AP/CR | 5M  |
| Q.5)      | Write Short Notes on the following:(Any three)  |                         | 15M |
| a)        | Levels of feedback  | CO1,2-R/U               |     |
| b)        | Advantages of Listening   | CO1,2,3-<br>U/AP        |     |
| c)        | Grapevine chain of Operations   | CO1,2,3-<br>U/A         |     |
| d)        | Education as an objective of communication  | CO1,2,3,4-<br>U/R/AP    |     |
| e)        | ' You' Attitude   | CO1,2,3,4-<br>U/AP      |     |

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