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Q. P. Code: 12168

Total Marks: 75 marks

Time: 2 ½ hrs.

N.B. All questions are compulsory

I (A) Match the Columns: (Any Eight)

(08 marks)

- |                               |   |
|-------------------------------|---|
| (1) Encoding                  | (a) Mass Communication                    |
| (2) Blogs with Photos         | (b) Needs Mental Discipline               |
| (3) Kinesics                  | (c) Introduces the Sender to the Receiver |
| (4) Hierarchy                 | (d) Levels of Authority and Power         |
| (5) Semantic Barriers         | (e) Providing Lip Service                 |
| (6) Fake Listening            | (f) Involves the use of common symbols    |
| (7) Good Listening            | (g) Photo Blog                            |
| (8) Letterhead                | (h) Body Language                         |
| (9) Post Script               | (i) Related to Language                   |
| (10) Address to a Large Group | (j) Extension of the Body of the Letter   |

(B) State whether the following are True or False: (Any Seven)

(07 marks)

- Jobs may be advertised through websites, but applications should never be sent through e-mail.
- Use of Jargon shows command over language.
- Listening enables understanding of a message.
- A communication gap can be created due to a psychological barrier to communication.
- A virus protection software scans incoming mails.
- The Inside Address is a compulsory part of a business letter.
- Grapevine is a formal channel of communication.
- Communication by touch is a type of non-verbal communication.
- Email is a slow means of communication.
- Communication should result in an understanding response.

2(A) Define Communication and explain its process with a labelled diagram.

(07 marks)

(B) List any five advantages and disadvantages of Written Communication.

(08 marks)

OR

(A) Discuss and explain in detail Vertical Communication.

(07 marks)

(B) List any five advantages and disadvantages of Oral Communication.

(08 marks)

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3. Explain the term Business Ethics with special reference to Corporate Social Responsibility. (15 marks)

**OR**

List and explain any five Psychological Barriers to Communication and explain how they can be overcome. (15 marks)

4. (A) A leading multi-national company requires Management Trainees for its newly opened branch at Mumbai. The candidate should be a post-graduate with a minimum of 02 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. (10 marks)

- (B) You have received an offer for the position of a Senior Sales Executive at U Foam Mattresses. Write a Letter of Job Acceptance. Use the Modified Block layout. (05 marks)

**OR**

- (C) 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. (10 marks)

- (D) After a commendable service as a Personal Secretary for the past 10 years, you have decided to quit your job due to unavoidable domestic circumstances. (05 marks)

Write your Letter of Resignation. Use the Modified Block layout.

5. Write Short Notes on the following: (Any Three) (15 marks)

- (a) Feedback
- (b) Education as an Objective of Communication
- (c) The Importance of Listening
- (d) Inside Address and Salutation
- (e) Communication by Touch

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