

Duration: 2 ½ 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)**

(08M)

- (A)
- 1) Global Market
  - 2) Hierarchy
  - 3) Kinesics
  - 4) Rambling
  - 5) Good Listening
  - 6) Written by referee
  - 7) Date
  - 8) 'From' field of E-mail
  - 9) Virus protection
  - 10) Filtering

- (B)
- 1) Study of body language
  - 2) Has legal significance in email
  - 3) Manipulation of information
  - 4) Recommendation Letter
  - 5) Levels of authority in organization
  - 6) Email address of sender
  - 7) Scans incoming E- mails
  - 8) Sensitive to cultural difference
  - 9) Needs mental discipline
  - 10) Talking without connection of ideas

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

(7 M)

- 1) Jobs are advertised through websites but applications should never be sent through E-mail.
- 2) Use of jargon shows your command over the language.
- 3) Never use a computer for false propoganda to ensure your individual growth.
- 4) Listening enables understanding a message.
- 5) Silence always builds walls among people.
- 6) Socio- psychological barriers exist outside the persons involved in communication.
- 7) Written communication is useful for conveying secrets.
- 8) Horizontal communication often leads to ego clashes.
- 9) Customers are business lifelines and their concerns are vital and must be addressed.
- 10) Communication by touch is a type of non-verbal - communication.

**Q.2) Answer the following:-**

- (1) What is upward communication? List the methods used for upward communication.
- 2) Role of communication in persuasion.

(7 M)

(8 M)

OR

- 3) What is meant by body language? Explain its importance with reference to posture, gesture, expression, dress and grooming, and space and proximics.

(15 M)

**Q.3) Answer the following:-**

- 1) What are the obstacles to effective listening? How will you overcome them?

(15 M)

OR

- 3) What is personal integrity? How can personal integrity make difference at the work place?

(7 M)

- 4) What are cross – cultural barriers? How do they effect communication?

(8 M)

**Q.4) Answer the following: -**

(15 M)

- 1) A leading company in Mumbai needs a Sales manager with an experience of 5 years. Post graduation is added bonus, but graduation is a must. Apply with curriculum vitae to P.O.Box.no.123, The Times of India, Mumbai - (Complete / full block form)

{10}

2) You have received an offer for the position of senior Accountant at ABC firm Pvt. Ltd. Write a letter of job acceptance. (Modified Block Format) {5}

OR

3) Shruti is seeking admission to Arizona State University. She has completed her under graduation in management studies with a 1<sup>st</sup> class. She wants to enroll in an MBA programme now. Apart from that she loves reading and visiting historic places. Draft a SOP for her. {10}

4) Vaibhav has decided to pursue higher studies abroad after saving money for two years from his job. He wishes to quit the organization now. Draft his letter of resignation from post of Assistant Manager at Slide Marketing Solutions Pvt. Ltd., Mumbai. (Semi – Block form) {5}

(15 M)

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

- 1) 7 C's of communication.
- 2) Internet as superhighway of information
- 3) Feedback & its types
- 4) Types of listening
- 5) Business jargon

OR

- 1) Write a paragraph of 150-200 words on the following topic: Importance of Time management (10)
- 2) Draft an interoffice memo importing information regarding Change in lunch break timings for the next week. (5)

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