

N.B. : (1) All questions are compulsory

1. (a) Explain the following terms in 2-3 sentences : (any five) **10**

- (1) Feedback
- (2) Facebook
- (3) Medium of communication
- (4) Grapevine
- (5) Business etiquette
- (6) Jargon
- (7) Listening
- (8) Communication through posters

(b) Match the following :

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| (1) Communication | (a) Application especially for smart phones |
| (2) Psychological Barrier | (b) Non-verbal communication |
| (3) Silence | (c) Two-way process |
| (4) Diagonal communication | (d) Aflness and closed mind |
| (5) Whats App | (e) People at different levels interacting with each other |

(c) Fill in the blanks choosing the best alternative from the ones given below: **5**

(1) ----- is converting your ideas into message.

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|--------------|---------------|
| (a) Decoding | (b) Listening |
| (c) Encoding | (d) Observing |

(2) ----- is an online communication system.

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|----------|-------------------|
| (a) Word | (b) E-mail |
| (c) SMS | (d) None of these |

- (3) ----- is an example of non-verbal communication.
- (a) T.V (b) Body language
(c) Singing (d) Teleconferencing
- (4) Suggestion scheme encourages ----- communication.
- (a) Upward (b) Downward
(c) Horizontal (d) Diagonal
- (5) ----- is a physical barrier.
- (a) Listening (b) Closed mind
(c) Time and distance (d) Resistance to change

2. Write short notes on : **(any four)** **20**

- (a) Communication cycle
(b) Advantages and disadvantages of internet.
(c) Importance of communication in business.
(d) Difference between oral and written communication (any 5)
(e) Downward communication.
(f) Blogs as a social medium.

3. Answer the following questions : **(any two)** **20**

- (a) Explain the term 'Corporate Social Responsibility'. Discuss some of the methods adopted for implementing CSR.
(b) What is 'barriers' to communication? Explain socio-cultural barriers to communication.
(c) What is importance of listening skills. Explain various methods to improve listening skills.

4. Draft an application letter in response to the following advertisement : **10**

An organisation in Bangalore requires Accounts Assistants. Candidates should be commerce graduates with first class and minimum of 3 years experience in Costing and Accounting. Apply, with resume, to Box 1044, The Times of India, D.N.Road, Mumbai-400001.

TURN OVER

5. Draft the following letters : (any four)

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- (a) You are applying for admission to a management college. Draft your statement of purpose.
- (b) The Assistant Manager of your hotel has applied for the post of Manager at the Roof Top, Malad. He has given your name as one of the referees in his application. Draft a letter of recommendation for him.
- (c) Draft a letter of acceptance to Thakkar and Sons who have offered you the post of a Junior Accountant in their firm.
- (d) You have got admission for MBA in a reputed management institute. Draft a letter of resignation to your employer where you are working as an event manager.
- (e) Write a letter of appreciation to your employee for sitting overtime and completing the work assigned, on time.

6. (a) Write a paragraph of not more than 150 words on the following topics : (any one)

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- (i) Grow more trees
- (ii) A day without mobile.

(b) Read the following situation carefully and answer the questions given below:-

The management of a company announced the new 'working days' policy which said that the company will henceforth work 5 days a week for 9 hours each. Employees were upset at this sudden change. Some refused to accept the change and started thinking in terms of finding another job.

- (1) Identify and explain the barrier in the following situation.
- (2) Discuss some means to overcome this barrier.

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