

**Q.P. Code :19378****[Time: 3 Hours]****[Marks:100]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

**Q.1 A. Explain the following terms in 2-3 sentences: (Any five)****(10)**

1. Business Etiquette
2. Jargon
3. Moodle
4. Upward Communication
5. Feedback
6. Kinesics
7. Barriers to communication
8. Twitter

B. Match the following:

**(05)**

Group 'A'	Group 'B'
1. Sender	a) Legal validity
2. Distance	b) Non Verbal Communication
3. Clarity	c) Cs of Communication
4. Written Communication	d) Physical Barrier
5. Silence	e) Encoder

C. Fill in blanks with suitable option:

**(05)**

1. The process of giving an abstract idea a concrete form is called \_\_\_\_\_.  
a) planning      b) encoding      c) medium      d) decoding
2. Meetings, Speeches, Interviews are examples of \_\_\_\_\_.  
a) Non Verbal communication      b) Proxemics      c) Oral communication      d) written communication
3. \_\_\_\_\_ is a two way process.  
a) Order      b) Command      c) Warning      d) Communication
4. \_\_\_\_\_ is a psychological barrier.  
a) Closed mind      b) Noise      c) Language      d) Environment
5. \_\_\_\_\_ is an informal channel of communication.  
a) Paralanguage      b) Grapevine      c) Upward communication      d) Written communication

**Q.2 Write short notes on: (Any Four)****(20)**

1. Process of Communication
2. Facebook as a social medium
3. Advantages of Oral Communication
4. Need and importance of Downward Communication
5. Disadvantages of Internet
6. Disadvantages of Grapevine

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

1. Distinguish between Listening and Hearing. Discuss the ways to improve listening skills.
2. Define Business Ethics. Explain the ways in which media ethics should be followed.

**Q.P. Code :19378**

3. Define Barriers to communication. List and explain four psychological barriers to communication.

Q.4 Draft an application letter with Resume in reply to the following advertisement:- (10)  
"Journey Travels Pvt. Ltd requires receptionists for their offices across India. Graduates with good communication skills may apply to Box 1001. The Times of India, D. N. Road, Mumbai - 400001."

Q.5 Draft the following letters. (Any four) (20)

1. You are applying for a course in Agricultural Communication at Ohio University, USA. Prepare your Statement of Purpose.
2. You wish to start your own business and therefore wish to resign from your position as sales manager in 'Roam Tours', Mumbai. Draft your resignation.
3. You have been appointed as the general manager at Acme Pvt. Ltd. Write a letter of job acceptance.
4. Draft a recommendation letter for your junior who has given your name as referee in his application for the post of sales manager in another company.
5. Write a letter of appreciation to your employee who has worked hard and proved his skills which helped in increasing the profit of your company.

Q.6 A. Write a paragraph in about 150 words: (Any One) (05)

1. Childhood
2. Life without whatsapp

B. Read the following situation carefully and answer the questions given below: (05)  
In spite of appointing qualified professionals, a jewellery firm in Mumbai was surprised to know that the sales were decreasing and there were many artisans' issues. However, a rival firm, there had employed local artisans and was doing better. After a detailed investigation it was realized that the artisans were hesitant to approach the English speaking professionals. Also their orders were not understood which hindered the feedback.

1. Identify and explain the barrier in the following situation. 03
2. Discuss some means to overcome this barrier. 02

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