

[Time: Three Hours]

[Marks:100]

Please check whether you have got the right question paper.

N.B: 1. All question are compulsory.

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

10

1. Twitter
2. Non - Verbal communication
3. Jargon
4. Self-image
5. Feedback
6. Horizontal communication
7. Silence
8. Grapevine

b) Match the following:

05

A	B
1. Signature	a. Ethics
2. Proxemics	b. Upward communication
3. Suggestion	c. Encoding
4. Sender	d. Obligatory part
5. Personal integrity	e. Study of space

c) Fill in the blanks choosing the best alternative from the ones given below.

05

1. _____ is an e-learning tool.
a) Whats App b) Facebook c) Moodle d) Blog
2. _____ is an optional part of business letters.
a) Date b) Inside address c) Letter head d) Identification initials
3. Resistance to change is a _____ barrier to communication.
a) Physical b) Psychological c) Semantic d) Cross- Cultural
4. _____ Communication takes place across the organizational hierarchy.
a) Upward b) Downward c) Diagonal d) Horizontal
5. The Latin term _____ is the source for the English word communication.
a) Communis b) Communist c) Communal d) Community

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

20

- a) Downward Communication
- b) Body language
- c) Advantages of written communication
- d) Communication process
- e) Visual communication
- f) Social Media

- Q. 3 Answer **any two** of the following: 20
- What are language barriers to communication? Suggest ways of overcoming them.
 - Define listening. Discuss the different types of listening.
 - Explain corporate social responsibility. How does an organization practice CSR.
- Q. 4 A) Draft a reply in response to the following advertisement. 10
- “Urgently required junior accounts executive for Star Mall, Mumbai. Candidates should be commerce graduates, familiar with the use of Tally. Candidates meeting the requirements should send in an application along with the resume within ten days to – Box No – 1236, The Times of India, Mumbai.”
- 5 • Draft the following letters : **(Any Four)** 20
- You wish to take admission for a postgraduate course in Business Administration from a Canadian University. Draft the Statement of Purpose.
 - Draft a letter of recommendation for your Junior who is applying for the post of senior sales officer at Tata Textiles.
 - You had received an offer for the position of an administrative officer in a private company. Draft your reply accepting the offer.
 - Mr. Ramesh Shah plans to relocate to Pune for personal reasons. Draft his letter of resignation.
 - Mr. Naresh Singh of the Accounts department has worked overtime and achieved his sales target. Draft a letter appreciating him.
- Q. 6 A) Write a paragraph in about 150 words **(any one)** 05
- Green Environment
 - My Ambition
- B) Read the following situation carefully and answer the question given below: 05
- Ms. Vidya Sinha is a dedicated senior manager at TESCO Software Pvt Ltd. She has to her credit twenty five years of service and is very loyal to the organization. She has fixed ideas of getting work done. In her enthusiasm, she constantly conveys work related orders and instructions to her subordinates. Her subordinates respect her sincerely but dislike her constant interference. This has resulted in many young employees resigning from the organization.
- Identify and explain the problem in the given situation. 03
 - Discuss the means to overcome the problem faced by the employees. 02
