

Note : 1) All Questions are compulsory.

2) Figures to the right indicate full marks.

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

- 1) Encoding
- 2) E-mail
- 3) Horizontal communication
- 4) Silence
- 5) Business Etiquette
- 6) Listening
- 7) Physical barriers
- 8) Empathic Listening

B. Match the following (05)

Group 'A'

- 1) Signature
- 2) Positive feedback
- 3) Blogs with links
- 4) Semantic barriers
- 5) Marginal Listening

Group 'B'

- a) Reward
- b) Obligatory part
- c) Evolves from language usage
- d) Listening inattentively
- e) Linklog

C. Fill in the blanks choosing the best alternative from the ones given below. (05)

- 1) _____ reveals the identity of the sender.
 - a) Salutation
 - b) Subject line
 - c) Head address
 - d) Reference
- 2) Effective speakers _____ for a moment before an important point.
 - a) Pause
 - b) smile
 - c) frown
 - d) scream
- 3) A 'barrier' refers to _____.
 - a) an iron rod
 - b) an obstacle
 - c) a car carrier
 - d) a gymnast
- 4) _____ scans your incoming emails.
 - a) Virus protection software
 - b) hardware
 - c) computer
 - d) apps
- 5) When a message is expressed using gestures or signs, it is _____ communication.
 - a) oral
 - b) verbal
 - c) non-verbal
 - d) written

Q-2. Write short notes on (Any four) (20)

- 1) The importance of feedback
- 2) Importance of communication in the corporate world
- 3) Moodle
- 4) Social media
- 5) Non-verbal communication
- 6) Horizontal communication

Q-3. Answer the following (Any two) (20)

- 1) What do you mean by business Ethics? Explain its relevance to present times.
- 2) Explain physical barriers to communication. Suggest ways to overcoming them.
- 3) Differentiate between hearing and listening. How does one cultivate effective listening skills.

Q-4. Draft a reply in response to the following advertisement. (10)

"Urgently required sales executive for Sunpharma Pvt. Ltd., Mumbai. Candidate should be graduate with at least 2 years experience. Good communication skill is desired. Apply with a detailed bio-data within ten days to- Box No 1245, The Times of India, Mumbai".

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

(20)

- 1) You are applying for the master's programme in Business management at National University of Singapore. Draft the statement of purpose.
- 2) Draft a letter of recommendation for your junior who is applying for the post of senior accounts officer at TCL Pvt. Ltd.
- 3) You have received a job offer for marketing manager from LTT company. Draft your letter of acceptance of the job offer.
- 4) Mr Rajiv Kapoor, of HEL Ltd., Mumbai working as HR manager wishes to resign from his post. Draft his letter of resignation on his behalf.
- 5) Mr. Nair of the sales 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)

- 1) Green Environment
- 2) A Rainy Day

B) Read the following situation carefully and answer the questions given below.

Meena studied from regional medium. However, she was a very good student and got a good job very soon. But, whenever she spoke in English, she felt nervous. Her instructions could not be understood by her juniors as her pronunciation was erratic. She was in danger of losing her job one day. Her boss advised her to practice her speech using an online software available for the purpose. Meena did so and soon found that her directions were obeyed and her directions started bringing profit to the organization she was noticed and her efforts were rewarded with a promotion.

- 1) What problem did meena face? Identify her barrier.
- 2) Discuss the steps that helped her overcome the barrier.

(03)

(02)
