Seat No._____

Duration: 03:00 Hrs   214021223   Marks:- 100

Note: -   1) All questions are compulsory.
          2) Figures to the right indicate maximum marks.

Q.1 A. Explain the terms in 02-03 sentences (Any five)   CO1 (R,U)   (10)
1. Feedback
2. 2.Blogging
3. 3.Encoding
4.Grapevine
5.Vertical communication
6. Business ethics
7.Semantic barriers
8.Discriminative listening

Q.1B. Match the Following   CO1(R,U)   (05)

Column " A"	Column " B "
1. Twitter	a) Obligatory part of letter
2. Poster	b) Local Area Network
3. LAN	c) Example of visual communication
4. Facebook	d) 'Tweets'
5. Signature block	e) Founded by Mark Zuckerberg

C. Fill in the blanks choosing the best alternative from the ones given below.   CO1(R,U)   (05)

1) The Latin term …………..is the source for the English word communication.
    a) Communicare   b) Communist   c) Communal   d) Community
2) Communication that moves from a superior to a subordinate is an example of …………….. communication
    a) Upward   b) Downward.   c) Horizontal   d) Circular
3) …………….. is a psychological barrier.
    a) Noise   b) Abstracting   c) Unfamiliar language   d) Multiplicity of meaning
4) …………. communication has reference value.
    a) Written   b) Oral   c) Face-to-Face   d) Non-verbal
5) ------------ is a non-verbal feature of Oral Communication.
    a) Paralanguage   b) Colour   c) Map   d) symbol

Q.2 Write short notes on the following (Any four)   (20)
1. Seven Cs of communication   CO1(U)
2. Need and importance of Business Communication   CO1(U)
3. Role of Internet in Business Communication   CO1(U)
4. Horizontal communication   CO1(U)
5. Written communication   CO1(U)
6. Business etiquette   CO1(U)

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

1. What is meant by personal integrity? How can personal integrity make a difference at the workplace? CO3(U)

2. What are semantic or language barriers to communication? How will you overcome them? CO2(AN)

3. Explain in detail various types of listening. CO2(U)

Q.4 Draft an application letter in response to the following advertisement CO4(AP) (10)

"Wanted experienced computer programmers for a company based in Mumbai. The applicant should be a graduate with adequate knowledge in computer programming. Apply with Bio-Data, to Box No. 56, The Times of India, Mumbai-400001

Q.5 Draft the following letters (Any four) CO4(AP) (20)

a) As part of the application process to the Masters in Business Management Studies course offered by Nirma Management Institute, Pune, draft a Statement of Purpose that highlights your experience, interests and goals.

b) 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.

c) You have been appointed as general manager at Acme Pvt.Ltd. Write a letter of job acceptance.

(d) Rahul P. has changed his residence from Mumbai to Pune. He has secured a post of sales executive at Tata Chemicals Ltd. Draft his letter of resignation from the post of sales executive at Hindustan Chemicals Ltd.

(e) Mr. Hitarth of your marketing department has worked hard and proved his skills in marketing by contributing to the increase in the profit of your company. Write a letter of appreciation to him.

Q.6 A. Write a paragraph in about 150 words on any one of the following. CO5(AP) (05)

1. Impact of social media in our life
2. India of my dreams

B. Read the following situation carefully and answer the questions given below. CO2(AN) (05)

The General manager of a reputed firm, Mr. Vikas, found that his instructions were not carried out properly by the employees. He thought that the employees were not qualified enough to follow his instructions. So, he tried hiring highly qualified employees. But,the problems occured again. Soon, Vikas realized that the employees were unable to understand his distinctly American accent. Vikas, took care to speak slowly using short sentences and simple language, besides repeating a couple of times.

(1) Identify the barrier. What are the problems faced by the General manager due to the barrier? (03)
(2) What are the steps taken by Vikas to overcome the barrier? (02)

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