

(Time: 2 ½ Hours)

(Total Marks: 75)

Please check that you have the Correct Question Paper

N.B.: All questions are compulsory

Q.I. (A) Match the Columns (Any Eight):

(8)

- | | |
|---------------------------|-----------------------|
| 1. 'C' Of Communication | A. Facial Expressions |
| 2. Proxemics | B. Distance |
| 3. Kinesics | C. Courtesy |
| 4. Physical Barrier | D. Nearness |
| 5. General Agreement | E. Language Barrier |
| 6. Homonyms | F. Jargon |
| 7. Salutation | G. Sales Objective |
| 8. Persuasion | H. Outdoor Publicity |
| 9. Posters | I. Dear Sir/Madam |
| 10. Technical Terminology | J. Consensus |

(B) State whether the following statements are True or False (Any Seven):

(7)

1. In a letter the signature is positioned below the sender's name.
2. Grapevine is a formal, primary channel of communication.
3. Oral communication is necessarily only face-to-face.
4. Silence is not a means of communication.
5. High morale boosts workplace performance.
6. When a Manager advises a subordinate it is Downward Communication.
7. Hearing is by choice.
8. Sound files can be sent by SMS.
9. To motivate is to discourage a person.
10. The Inside Address is a compulsory part of a Business Letter.

P.T.O.

II. (A) List the rules for effective Listening. **(7)**

(B) Elaborate on the importance of Feedback in communication. **(8)**

Or

(C) Elaborate on the importance of Body Language in communication. **(7)**

(D) List and explain the advantages and disadvantages of Horizontal Communication in an organization. **(8)**

III. (A) List and explain the advantages, disadvantages and common patterns of Grapevine Communication. **(15)**

Or

(B) Explain the term Business Ethics with special reference to Surrogate Advertising. **(15)**

IV. (A) Draft a Letter of Application with Curriculum Vitae for the post of a Senior Clerk with Proconnect Productions Pvt. Ltd., Andheri West, Mumbai. Use the Full Block format. **(10)**

(B) Ms. Mehvish Shah has been offered the post of a Senior Accountant with Synergy Productions Pvt. Ltd., Bandra West, Mumbai. Draft a Letter of Job Acceptance on her behalf. Use the Modified Block format. **(05)**

Or

(C) Draft a Letter of Application with Curriculum Vitae for the post of Senior Manager at Sophya Films Pvt. Ltd., Lower Parel, Mumbai. Use the Complete Block format. **(10)**

(D) Ms. Madhavi Singh has been working as Senior Accountant with Rajeshwari Industries, Nashik since the last seven years and would now like to resign from her post to seek a better career opportunity. Draft a Letter of Resignation on her behalf. Use the Semi Block layout. **(05)**

V. Write Short Notes on the following (Any Three): **(15)**

1. Corporate Social Responsibility
2. Socio-cultural Barriers to Communication
3. 'You' Attitude
4. The Advantages and Disadvantages of the Internet
5. Personal Integrity as a Business Ethic
