



Time: 2 ½ hrs.

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.

Marks:75

Q. 1 (A) Fill in the blanks with suitable options : (Any Eight)

(08)

- (1) Communication barriers that arise in the mind are called _____ Barriers.
(Physical / Psychological / Pluralistic)
- (2) UAV stands for _____ Aerial Vehicle.
(Unmanned / Uniform / Underway)
- (3) In _____ Vertical Communication all receivers receive the same information at the same time.
(Chain / Cluster / Clump)
- (4) A Phone Meeting is known as a _____.
(Chat / Teleconference / Telecast)
- (5) _____ is a secondary, informal channel of communication.
(Grapefruit / Vineyard / Grapevine)
- (6) The English word 'communication' is derived from the Latin word _____.
(communist / communis / communal)
- (7) Persuasion and _____ are two ways by which one can make a person do what one desires.
(Coercion / Suggestion / Advice)
- (8) An alternate way of writing Sub/Subject is _____.
(RR / Ref / Re)
- (9) The English words 'sign' and 'signal' are derived from the Latin word _____.
(signum / signage / sigma)
- (10) In internal communication, written warnings are known as _____.
(Notices / Summons / Memorandums)

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

(07)

- (1) High morale boosts workplace performance.
- (2) The sender and the encoder may be two different persons.
- (3) ATM stands for Any Time Money.
- (4) The Inside Address is a compulsory part of a business letter.
- (5) Decoding completes the cycle of communication.
- (6) Psychological barriers are also called Barriers of the Mind.
- (7) Sound files can be sent by SMS.
- (8) Expertise is available for free.
- (9) An order is a form of upward vertical communication.
- (10) A handshake should last for about 30 seconds.

Q. 2 (A) Define Communication. Explain the Communication Process with the help of a labeled diagram.

(07)

(B) List and explain the advantages and disadvantages of the Internet.

(08)

OR

(C) Discuss and explain in detail Vertical Communication.

(07)

(D) Discuss 'Silence' and 'Posture' as methods of Non-verbal communication.

(08)

Q. 3 (A) Explain the term Business Ethics with special reference to Personal Integrity at the Workspace.

(15)

(15)

OR

(B) Distinguish between Listening and Hearing. Discuss the rules of effective listening. (15)

- Q. 4 (A)** Draft a Letter of Application with Curriculum Vitae for the post of Senior Manager at Hotel Green Hills International. (Use Complete Block layout) (10)
- (B)** You have received an offer for the position of a Senior Sales Officer at Young Minds Media Pvt. Ltd. Write a Job Acceptance Letter. (Use the Full Block layout) (05)

OR

(C) Draft an application with resume in reply to the following advertisement : (10)
'Wanted a Secretary for A to Z Legal Services, Mumbai. Graduate with good communication skills and with a minimum experience of two years would be preferred'.
(Use the Semi Block layout)

(D) Mr. Mathias has decided to resign from his position of Senior Accountant with Vinay Chartered Accountants Pvt. Ltd. to seek a better position in a Multinational company. (05)
Write a Letter of Resignation on his behalf. (Use the Modified Block layout)

Q. 5 Write short notes : (Any Three) (15)

- (1) Video Conferencing
- (2) 'You' Attitude
- (3) Physical Barriers to Communication
- (4) Surrogate Advertising
- (5) Business Meals Etiquette

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