



Q.P. Code : 779800

(2½ Hours)

[ Total Marks :75

**N.B. :** (1) All questions are compulsory.

1. (A) Match the Columns (Any Eight) :-

- |                           |                          |
|---------------------------|--------------------------|
| (1) Physical Barrier      | (a) Documents Attached   |
| (2) Charts and Graphs     | (b) General Agreement    |
| (3) Enclosure             | (c) Sales Objective      |
| (4) Technical Terminology | (d) Jargon               |
| (5) Clarity               | (e) Dear Sir             |
| (6) Consensus             | (f) Body Language        |
| (7) Persuasion            | (g) C's of Communication |
| (8) Salutation            | (h) Language Barrier     |
| (9) Kinesics              | (i) Noise                |
| (10) Homonyms             | (j) Visual Communication |

(B) State whether the following statements are True or False (Any Seven):- 7

- (1) The sender and the encoder may be two different persons.
- (2) A message and a communication are the same.
- (3) Grapevine is an informal, secondary channel of communication.
- (4) Silence is an effective method of communication.
- (5) The process of communication begins with a medium and channel.
- (6) A sign and a signal are the same.
- (7) Colours convey many direct and indirect messages.
- (8) Written communication has legal value.
- (9) Sending a FAX message is equivalent to sending a photo copy.
- (10) The Inside Address is a compulsory part of a business letter.

2. (a) Explain and illustrate the Process of Communication. 7
- (b) List any four advantages and disadvantages of technological advancements in communication. 8

**OR**

- (a) List the advantages and disadvantages of Grapevine communication. 7
- (b) List and explain the advantages and disadvantages of Internet. 8

**TURN OVER**



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3. Distinguish between Listening and Hearing. List and explain the common barriers to effective listening. 15

OR

Explain the term Business Ethics with special reference to Personal Integrity at the Workplace. 15

4. (a) Draft a Letter of Application with Curriculum Vitae for the post of an IT Administrator at Cloud Computech, Use the Complete Block layout. 10
- (b) Mr. Kuber Sharma has been offered the post of an IT Administrator in Cloud Computech. Draft a Letter of Job Acceptance on his behalf. Use the Modified Block layout. 5

OR

- (a) Draft a Letter of Application with Curriculum Vitae for the post of an Accounts Manager in Kalkaji Films Pvt. Ltd. Use the Complete Block layout. 10
- (b) Mr. Hiralal has been working as an Accounts Manager with Kalkaji Films Pvt. Ltd. since the past five years and would now like to resign from his post. Draft a Letter of Resignation on his behalf. Use the Semi Block layout. 5
5. Write short notes on the following (Any Three):- 15
- (a) 'You' Attitude
  - (b) Motivation as an Objective of Communication
  - (c) Surrogate Advertising
  - (d) Communication by Silence
  - (e) Office Etiquette