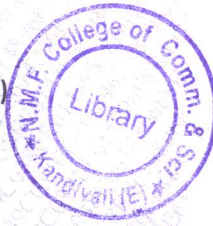


(Time: 2 ½ Hours)

(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