



Time: 2½ hrs.

Marks: 75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)

- (1) _____ Communication takes place between people of the same status in the same organization.
(Parallel / Horizontal / Diagonal / Vertical)
- (2) Professional advice is known as _____.
(Expertise / Specialese / Professionalese / Specialism)
- (3) _____ is the last stage in the Process of Communication.
(Idea / Channel / Feedback / Completion)
- (4) A _____ is a movement of the head, hand, legs, and shoulders to communicate an idea.
(Posture / Gesture / Stature / Style)
- (5) An enclosure is a/an _____.
(attachment / subject line / date line / reply line)
- (6) The speaker must stand before the audience in a/an _____ posture.
(erect / aggressive / slouching / leaning)
- (7) Barriers that arise because of differences in culture are known as _____.
(Socio-cultural / Sociological / Socio-psychological / Physical)
- (8) Communication is derived from two Latin words, communis and _____.
(confirm / communicate / comment / collect)
- (9) _____ is a merger of the two words 'Web' and 'Broadcast'.
(Webbroad / Wedcast / Webcast / Wecast)
- (10) _____ is one of the C's of Communication.
(Calculative / Courtesy / Confidence / Colourful)

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) In a letter, the Attention line has a legal significance.
- (2) ATM stands for Automated Teller Machine.
- (3) Johannes Gutenberg invented the Printer.
- (4) A medium is required to send a message.
- (5) Internet is confined to use within an organization.
- (6) Human communication is a temporary activity.
- (7) Give and receive business cards face upwards.
- (8) Consensus is general agreement of opinion.
- (9) Job satisfaction and success at work can give motivation to employees.
- (10) Posture is the manner in which a person holds his/her body.

Q.2 (A) Define Communication. Explain the Communication Process with the help of a labelled diagram. (07)

(B) Discuss the advantages and disadvantages of Written Communication. (08)

OR



- Q.2 (C)** Discuss 'Silence' and 'Posture' as methods of Non-verbal communication. (07)
(D) List any four advantages and disadvantages of technological advancements in communication. (08)

- Q.3 (A)** Explain the term Business Ethics with special reference to Corporate Social Responsibility. (15)

OR

- Q.3 (B)** List and explain the advantages, disadvantages, and common patterns of Grapevine Communication. (15)

- Q.4 (A)** Draft a Letter of Application with CV in reply to the following advertisement: (10)

'Wanted a Senior Clerk for Growing Wealth Pvt. Ltd., Mumbai. Finance graduate with good communication skills and with a minimum experience of five years would be preferred. Knowledge of TALLY is a must.' Use Full Block layout.

- (B)** Ms. S. M. Shah has received an offer for the post of Senior Sales & Marketing Manager at MediaTroupe Pvt. Ltd. Write a Letter of Job Acceptance on her behalf. Use Modified Block layout. (05)

OR

- Q.4 (C)** Draft a Letter of Application with Curriculum Vitae for the post of Senior Legal Manager at Hotel Regal International. Use Complete Block layout. (10)

- (D)** You have decided to resign from Cloud InfoTech, Mumbai due to personal reasons. Write a Letter of Resignation informing your employer of your decision. Use Semi Block layout. (05)

- Q.5** Write short notes on (Attempt any 3) (15)

- (1) Rules for effective listening
- (2) Mobile Phone Etiquette
- (3) Dress and Grooming
- (4) Video Conferencing
- (5) Boosting Morale as an Objective of Communication

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