

**Time: 1 hr.**

- Note:**
1. All questions are compulsory.
  2. Draw neat diagrams wherever necessary.
  3. Figures to the right indicate full marks.
  4. Each question carries 10 Marks.

**Q.1 Answer the following. (Any ONE)**

**[10]**

- (a) Describe the various channels of communication. Explain Downward and Upward Channels of Communication.
- (b) Explain the concept of Social Media. Elaborate on WhatsApp and Instagram as social media platforms.

**Q.2 Answer the following. (Any ONE)**

**[10]**

- (a) Draft a reply in response to the following advertisement: "Wanted a Sales Manager with good communication skills and at least three years of experience. The applicant must be a post-graduate with good academic record." Apply with Resume and full details to Post Box no. 6512, The Times of India Building, Mumbai - 400021.
- (b) Priya has decided to shift to Indore from Mumbai for better job prospects. She wishes to resign from her services at Eureka Technologies. Draft her Resignation Letter for the post of Sales Manager.

**Q.3 Write short notes (Any THREE)**

**[10]**

- (a) Horizontal Channel of Communication
- (b) Twitter
- (c) Email Writing
- (d) Parts of a Business Letter
- (e) Features of Feedback

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