

**Q.P. Code : 779801**

**(2½ Hours)**

**[ Total Marks :75**

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

1. (A) Fill in the blanks using suitable options (**Any Eight**) : **8**

- (1) A message arises in the mind of the -----.  
(sender, receiver, medium)
- (2) ----- is the manner in which a person holds his/her body.  
(Posture, Structure, Gesture)
- (3) ----- is a merger of two words 'web' and 'seminar'.  
(Webminar, Webinar, Weminar)
- (4) Job satisfaction and success at work can give ----- to the employees.  
(mistrust, motivation, warning)
- (5) Warning carries with it a sense of urgency and so requires ----- action.  
(slow, written, immediate)
- (6) All successful writers of business letters adopt the ----- in their letters.  
( 'Me' attitude, 'You' attitude, 'I' attitude)
- (7) In a letter, the ----- has a legal significance.  
(Dateline, Subject line, Attention line)
- (8) ----- is a kind of personal essay that makes out a strong case for the applicant.  
(Résumé, Letter of Recommendation, Statement of Purpose)
- (9) A good speech contains a/an ----- beginning, a convincing and persuasive middle, and a striking close.  
(slow, hasty, attractive)
- (10) The speaker must stand before the audience in a/an -----posture.  
(erect, slouching, aggressive)

(B) State whether the following statements are True or False (**Any seven**): **7**

- (1) Decoding completes the cycle of communication.
- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.
- (4) Listening and hearing are different activities.

**TURN OVER**

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**2**

- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.

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|-----------|--|-----------|
| 2. (a)    | Discuss the significance of Feedback.  | <b>8</b>  |
| (b)       | Discuss 'Raising Morale' as an objective of communication.   | <b>7</b>  |
| <b>OR</b> |  |           |
| (c)       | Discuss 'Silence' and 'Posture' as methods of Non-verbal communication.  | <b>8</b>  |
| (d)       | Discuss Upward Communication and the methods commonly used in it.  | <b>7</b>  |
| 3. (a)    | Discuss the advantages and disadvantages of using the Internet.  | <b>8</b>  |
| (b)       | Discuss the characteristics of effective listening.  | <b>7</b>  |
| <b>OR</b> |  |           |
| (c)       | Discuss Cross-cultural Barriers to communication.  | <b>15</b> |
| 4. (a)    | Draft a Letter of Application with Curriculum Vitae in reply to the following advertisement: 'Wanted young graduates to work as Sales Representatives for a reputed media house.' Apply to Box No. 45140, The Times of India, Mumbai. Use the Complete Block layout. | <b>15</b> |
| <b>OR</b> |  |           |
| (b)       | Mr. Sameer Hirani has been selected for the post of a sales Representative in a reputed media house. Draft a letter of Acceptance on his behalf, using the Semi Block layout.  | <b>15</b> |
| 5.        | Write short notes on the following ( <b>Any Three</b> )  | <b>15</b> |
| (a)       | Netiquette   |           |
| (b)       | Cellular phones - advantages and disadvantages.  |           |
| (c)       | The Process of Communication   |           |
| (d)       | The Importance of Business Ethics  |           |
| (e)       | Dumping of Medical and E-waste   |           |

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