

60 marks 2 Hrs

Note : All questions are compulsory.
Figures to right indicate marks.

- Q.1 What is Communication Cycle ? explain with the help of diagram
And Components. 15
- OR
- Q.1 a) How communication can be effective ? Explain with examples 08
b) What are the barriers to listening 07
- Q.2 Explain the types of listening in detail 15
- OR
- Q.2 a) Explain the Consensus channel of communication 08
b) Explain the Grapevine channel of communication 07
- Q.3 a) Explain the need and importance of Editing. 08
b) Explain the importance of 'You' attitude in letter writing 07
- OR
- Q.3 a) Write a letter of complaint to Mr. Rahim about the faulty
material supplied to you and also ask for compensation. 08
- b) Draft a letter to a bank manager asking for additional overdraft
facility for three months as you are their valued customer. 07
- Q.4 Write short notes (any 3) 15
1. Scan Reading
 2. Physical Barriers
 3. Conventional mode of communication
 4. Content listening
 5. Computer