

Q.1.A. State whether the following statements are true or false.

07

1. Jargon should avoid in business letters.
2. Inside address in business letter is senders address.
3. Every sales letter must be physically or emotionally attractive.
4. Communication is a one way process.
5. Communication is the basis of all socio-economic, political and cultural activities.
6. The receiver in process of communication is one who sends message.
6. Information involves the transferring or receiving of info about particular fact or situation.
7. Semantics means study of a body language.
8. The unanimous decision taken by the employees is called consensus.

Q.1. B) Choose the correct alternative and fill in the blanks

08

01. Grapevine is an _____ communication.
(diagonal, informal, formal)
02. Every sentence must begin with a _____ letter.
(proper, capital, small)
03. Written communication represents _____.
(receiver, sender, common man)
04. The subject line is also called as _____.
(reference line, capital line, attention line)
05. The document accompanying the letter is called _____.
(enclosures, orders, personal)
06. Feedback is the _____ of the receiver.
(delay, response, opportunity)
07. AIDA stands for _____.
(desire, design, date)
08. The English word communication is derived from Latin word _____.
(communis, communicate, community)
09. The _____ is an important element in communication.
(medium, message, receiver)
10. _____ is given when employees violate rules and regulations.
(motivation, warning, information)

- Q.2. A. Discuss the importance of communication in corporate world.
B. How the organization can motivate their employees ?
C. What is the process of communication and explain the role of each component.
D. Explain the different types of orders in an organization.

Or

- Q.3. A. Discuss in details any 4 C's of written communication.
B. What are the characteristics of a full block form and a indented form?

Or

- C. What precautions are required to be taken for writing e-mail?
D. Discuss the characteristics of an effective business letter.

- Q.4. A. Discuss the psychological barriers.
B. What are the limitations of downward communication.

Or

- C. Explain the importance of reading in communication
D. Explain the organizational barrier.

Q.5. Write short notes (Any three)

01. Body language
02. Feedback in the process of communication
03. Ways of reading
04. Upward communication
05. Information as an objective of communication