

Note: All the questions are compulsory

Figures to right indicate full marks

Q.1.B. State the following statements are true or false.

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

Q.1. B) Fill in the blanks with correct alternative.

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1. The document accompanying the letter is called \_\_\_\_\_.  
(enclosures, orders, personal)
2. \_\_\_\_\_ is given when employees violate rules and regulations.  
(motivation, warning, information)
3. The English word communication is derived from Latin word \_\_\_\_\_.  
(communis, communicare, community)
4. The \_\_\_\_\_ is an important element in communication.  
(medium, message, receiver)
5. Written communication represents \_\_\_\_\_.  
(receiver, sender, common man)
6. Grapevine is an \_\_\_\_\_ communication.  
(diagonal, informal, formal)
7. Every sentence must begin with a \_\_\_\_\_ letter.  
(proper, capital, small)
8. AIDA stands for \_\_\_\_\_.  
(desire, design, date)
9. The subject line is also called as \_\_\_\_\_.  
(reference line, capital line, attention line)
10. Feedback is the \_\_\_\_\_ of the receiver.  
(delay, response, opportunity)

Q.2. a. What is Communication process? Explain the components in the process of communication

b. How the organization can motivate their employees?

OR

c. Discuss the need of communication in corporate world.

d. Explain the different types of orders in an organization.

Q.3. a. Discuss the Semantic barriers.

b. What are the advantages of upward communication.

OR

c. Explain the importance of listening in communication

d. Explain the Physical barrier.

Q.4. a. Explain C's of written communication.

b. Explain the characteristics of a semi block form and hanging indented form?

OR

c. How to write correct e-mail?

d. Discuss the characteristics of an effective sales letter.

Q.5. Write short notes ( Any three)

1. Feedback
2. Body language
3. Objectives of downward communication
4. Types of reading
5. Information as an objective of communication