

Q. 1 (a) Fill in the blanks (any 8)

8 marks

1. A barrier refers to \_\_\_\_\_.  
(An obstacle, an iron bar, Diversion, Poll)
2. The process of delivering a message is called \_\_\_\_\_.  
(Exporting, singing, communication, importing)
3. Sender needs a \_\_\_\_\_ to send a message.  
(Medium, transportation, feedback, vehicle)
4. Encouraging employees to perform is called \_\_\_\_\_.  
(Gestures, Motivation, Termination, Warning)
5. \_\_\_\_\_ are business lifeline.  
(Customers, Police, Taxes, Politicians)
6. Silence speaks louder than \_\_\_\_\_.  
(TV, Words, Network, Prejudice)
7. Informal communication consist of \_\_\_\_\_.  
(upward, downward, vertical, grapevine communication)
8. E-mails can be sent with the click of a \_\_\_\_\_.  
(Computer, Mouse, Radio, TV)
9. \_\_\_\_\_ reveals the identity of the sender.  
(Salutation, subject line, header, footer)
10. A resume is accompanied by \_\_\_\_\_ letter.  
(Testimonial, appointment, covering, exit)

Q. 1 (b) Match the following: (any 7)

7 marks

Group A	Group B
1. C' of communication	a) Vote of thanks
2. diagonal channel	b) No room to learn new things
3. Video conferencing	c) Group discussion
4. Last item in the meeting	d) Documents sent along with the letter
5. E-mail	e) Communication with same level
6. Closed mind	f) Clarity
7. Group communication	g) Long distance Communication
8. Enclosures	h) Speedy means of communication
9. Body of the letter	i) Physical barrier
10. Noise	j) Contains subject matter

Q. 2 (A) Define Communication and explain its process with a labelled diagram.

8 Marks

(B) Explain the advantages and disadvantages of downward Communication.

7 Marks

OR

(C) Explain the importance of communication.

8 Marks

(D) Explain the advantages and disadvantages of written Communications.

7 Marks

Q. 3 (A) Explain the terms Business Ethics with Corporate Social Responsibility. 8 Marks

(B) Explain the impact of technology on communication. 7 Marks

OR

(C) Explain different modes of communication. 8 Marks

(D) Explain the 7C's of communication. 7 Marks

4. (A) A leading multi-national company requires Management Trainees for its newly opened branch at Mumbai. The candidate should be a post-graduate with a minimum of 02 years work experience and should have excellent communication skills. Apply with Curriculum Vitae to P.O. Box No 563. BKC, Mumbai. Use the Complete Block layout. 8 Marks

(B) You have received an offer for the position of a Senior Sales Executive at Lakme cosmetics. Write a Letter of Job Acceptance. Use the Modified Block layout. 7 Marks

OR

(C) Draft a Letter of Application with Curriculum Vitae for the post of a Company Secretary at ABC Company Private Limited. Use the Complete Block layout. 8 Marks

(D) After a commendable service as a Manager for the past 10 years, you have decided to quit your job due to unavoidable domestic circumstances. Write your Letter of Resignation. Use the Modified Block layout. 7 Marks

Q.5 (A) Explain the physical appearance of business letter. 8 Marks

(B) Explain the tips for clear writing. 7 Marks

OR

Q. 5. Write Short Notes on the following: (Any Three) 15 Marks

(a) Feedback

(b) E-communication

(c) Grapevine Communication

(d) Gestures

(e) Tips for effective listening