

Q.1 a) Match the columns (any 8)

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A	B
1. General agreement	a. Courtesy
2. Kinesics	b. Nearness
3. Proxemics	c. Language barrier
4. physical barrier	d. Jargon
5. C of communication	e. Facial expression
6. Persuasion	f. Distance
7. Salutation	g. Sells objective
8. Technical terminology	h. Outdoor publicity
9. Posters	i. Consensus
10. Homenyms	j. Dear sir / madam

b) State whether the following statements are true or false (any 7)

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1. Silence is an effective method of communication
2. The inside address is a compulsory part of a business letter
3. The sender and the encoder maybe to different persons
4. Grapevine is a formal primary channel of communication
5. Virus protection software scans incoming mails
6. Communication gap can be created due to a physical barrier to communication
7. Complaints and suggestions boxes facilitate upward vertical communication
8. Proxemics is the study of how people use the space around them to communicate
9. Video conferencing can be done through internet
10. Moral boost workplace performance

Q.2 a) List any five advantages and disadvantages of oral communication

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b) List out the rules for effective listening

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OR

c) What is the importance of body language in communication

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d) Illustrate the process of communication

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- Q.3 a) Explain the advantages and disadvantages of common pattern of informal communication

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OR

- b) Explain the term Business Ethics with special reference to personal integrity at workplace

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- Q.4 a) Mrs Minal has been offered the post of senior accountant with Infra Technology Limited Shivaji Nagar Pune draft a letter of job acceptance on her behalf use modified block form

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- b) Draft a letter of application with CV for the post of senior manager with Deluxe India Private Limited Mumbai use full block form

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OR

- c) Mr John has decided to resign from his position as an accountant with Progress Private Limited Mumbai to seek a permission to resign for better position in multinational company write a resignation letter on his behalf use semi block form

08

- d) Draft a letter of application with CV for the post of Social Advisor for the firm at South Mumbai use full block form

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- Q.5 Write short notes (any three)

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1. Computer ethics
2. 'You' attitude
3. Corporate social responsibility
4. Education as an objective of communication
5. Psychological barrier