

1. All questions are compulsory.
2. All questions carry equal marks.
3. Draw neat, labelled diagrams wherever necessary.

Q.1. a) State whether the following are True or False

8

1. Semi block layout is very heavy on left side.
2. Slanting stories are told by superiors to subordinates.
3. Grapevine is a kind of vertical communication.
4. The sender and the encoder may be two different persons.
5. Written communication has legal value.
6. Listening is a complex process.
7. Killing of a girl child is a human rights violations.
8. Grapevine is an informal secondary channel of communication.
9. For efficient management, line of communication should be kept as short as possible.
10. A message and a communication are the same.

Q.1. b) Fill in the blanks choosing the best alternative from the ones given below.

8

- a. Law does not allow people to profit by .....  
(insurance , payment ,punishments )
- b. Use of very difficult jargons brings about-----barrier to listening.  
(linguistic ,language ,listening )
- c. People speaking same language can never have .....barrier.

(semantic ,physical ,psychological )

d. Business ethics is part of the -----of business.

(business ,communication ,language )

e. Feedback is readily given in an atmosphere of .....

(clarity ,non pollution , trust )

f. The physical and tangible components of computer are called-----

(hardware ,software ,internet )

h .Communis means .....

(a communist ,to make common ,to keep distance )

i.The adult human mind usually resists.....

(change ,fear ,statusquo )

J.Semi block form uses .....paragraphs.

(blocked ,indented ,opening )

a. Hearing is a/an-----act.

(involuntary , order , voluntary )

**Q.2. A** What is computer ethics ? Write ten commandments of computer ethics ? 7

**B.** List and explain the factors of communications .? 8

OR 7

**Q2. C** 7

**D.** What is the difference between direct advertising and surrogate advertising. 8

List and explain any three physical barriers to communications.?

**Q.3.A.** Why is it necessary to learn to write effective business letters with example. 8

**B** What is meant by feedback? Is it a part of the communication cycle explain 7

OR



- C What are the ways to improve team listening ? explain about listening skills ? 8
- D Discuss the role of good listening in note taking ? 7

Q.4 A. Write an application along with resume in response to the following advertisement. 8

"Wanted an experienced sales assistant with knowledge of typing and office routine. Box E550 -K.Times of India .Mumbai 4000001.

- B. How are child labour and the economy of developing country related ? 7

OR

- C What is meant by "status block " ?How do they hinder communication ? 8

- D Mention some ways in which failure to utilize channels properly can result in poor communication 7

Q5 A You have got admission for the MBA course in a reputed management institute .Draft a letter of resignation addressed to your current employer 8

- B. What are the different types of paragraphs and list it with examples. 7

OR

Write short notes (any 3)

- 1.Feedback
- 2.Diagonal Communication
- 3.Purpose of listening
- 4.Surrogate advertising
- 5.Business Communication

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