

- Note: - 1) All questions are compulsory.
2) All questions carry equal marks.
3) Draw neat diagrams wherever necessary.

Q1. A) Fill in the blanks from the options given below:-(Any 8) (08)

1. The sender of the message is also known as the _____.
a) Encoder b) Bearer c) Trolley d) Follower
2. _____ is given when employees violate the rules of the organisation.
a) Warning b) Training c) Motivating d) Informing
3. _____ means good social manners.
a) Etiquette b) Interrupting c) Disrespecting d) Ego
4. Language barriers are also called _____ barriers.
a) Semantic b) Dramatic c) Fanatic d) Monochromatic
5. _____ sound systems cause poor listening.
a) Faulty b) Excellent c) Good d) Heavy
6. Ethics is derived from the _____ word 'Ethos'.
a) Spanish b) Turkish c) Greek d) German
7. The ending of the letter is also called as Complimentary _____.
a) Check b) Exit c) Close d) Ending
8. Diplomacy and _____ go together in letter-writing.
a) Errors b) Puzzles c) Courtesy d) Confusion
9. Gender discrimination causes _____ in an organisation.
a) Harmony b) Peace c) Barriers d) Equality
10. _____ is very popular as it is fast, free and easy to use.
a) Landline b) Telegram c) Twitter d) Post

Q1. B) State True or False:-(Any 7) (07)

1. Communication is derived from the Latin word communicate.
2. Motivated employees work more efficiently and productively.
3. Facial expressions are a type of non-verbal communication.
4. Psychological barriers create obstacles in communication.
5. Silence in communication conveys several meanings.
6. Ethical practices must not be followed by business organisations.
7. A business letter does not require signature of the sender.
8. E-mails should carry emojis and smileys.
9. Persuasive messages follow the DIY rule.
10. Alexander Graham Bell invented the computer.

Q2. a) Define Communication and explain its importance. (08)

b) State the meaning and types of Non-verbal communication. (07)

OR

c) Explain the advantages and disadvantages of using the internet. (08)

d) State in brief horizontal communication. (07)

Q3. a) What are Psychological barriers and how do they affect communication? (08)

b) Discuss the importance of business ethic. (07)

OR

c) What is meant by Personal Integrity at workplace? (08)

d) State the various barriers to Listening. (07)

Q4. a) Write a resume of Anisha Patel for the post of IT Consultant advertised in Times of India to Box No. 133, Mumbai-400001. Only freshers need to apply. (08)

b) Write a letter of resignation by Yash Mehra to the Manager of Carvo Metal Works and the reason for his resignation. (07)

OR

c) State the importance of letter writing in business correspondence. (08)

d) Elaborate the principles of effective e-mail writing. (07)

Q5. a) Explain in detail any three Modes of communication. (15)

OR

b) Write Short Notes on:- (Any 3) (15)

1. Communication Process.

2. Advice.

3. Oral communication.

4. Telephone etiquette.

5. Surrogate advertising.