

1. All questions are **compulsory**.
2. All questions carry **equal** marks.
3. Draw **neat, labelled diagrams** wherever necessary.
- 4.

**Q.1. a) State whether the following are True or False (Any 8)**

**08**

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

**Q.1. b) Fill in the blanks choosing the best alternative from the ones given below. (Any 7)**

**07**

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

(semantic ,physical ,psychological )

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

(business ,communication ,language )

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

(clarity ,non pollution , trust )

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

(hardware ,software ,internet )

h. Communis means .....

(a communist, to Impart, to keep distance )

I. The adult human mind usually resists.....

(change, fear, status quo )

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

(blocked ,indented ,opening )

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

B.. Discuss any four advantages and disadvantages of oral communication. 8

OR

C List and explain the factors of communications? 7

D. List and explain any three physical barriers to communications. 8

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 explains? 7

OR

C. Explain the ways in which an ethical workplace culture can be developed. 7

D What is listening skills? What are the ways to improve team listening? 8

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 –Times of India .Mumbai 4000001.

B. Ramesh had received an offer for the position of an administrative officer in a private company. Draft your reply **accepting the offer**. 07

OR

C “ A reputed publishing house requires PRO for its office Interested candidate with exposure to meeting client can send their **application with resume** within ten days to P.O.Box 8730.The Hindustan Times, Mumbai -400001. 8

D Mrs. Jutika plans to relocate to Pune for her personal reasons. Draft a letter of **resignation letter** for her. 7

Q5 Write short notes (any 3) 15

A. Diagonal Communication

B.E Mail Etiquette

C. Feedback

D. Surrogate Advertising

E. Types of Teleconference

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