

VCD - 25/11/19

F Y B A F

SEM I

BC

75 Marks

2 Hrs. 30 min.

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

08

A

B

- |   |                                  |
|---|----------------------------------|
| 1. Reward   | a. verbal communication          |
| 2. E-mail   | b. hierarchy                     |
| 3. Motivation                                       | c. recording                     |
| 4. Oral and written communication                   | d. inner drive                   |
| 5. Receiver   | e. speedy means of communication |
| 6. body language                                    | f. positive feedback             |
| 7. Jargon   | g. technical terminology         |
| 8. Nearness   | h. kinesics                      |
| 9. Levels of authority and power<br>of organisation | i. proxemics                     |
| 10. Semantic barriers                               | j. related to language           |

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

07

1. Sender encodes a message while receiver decodes the message
2. Use of jargon shows your command over the language
3. Message can make use of both verbal and nonverbal symbols
4. An order is a form of downward communication
5. Silence is not a means of communication
6. Psychological barriers are also called barriers to mind
7. Listening enables understanding of message
8. A virus protection software scans incoming mails
9. Formal communication is time consuming and expensive
10. Encoding is not a stage in the communication cycle

Q.2 a) What are the advantages and disadvantages of oral communication

08

b) What are the rules for effective listening

07

OR

c) Elaborate on the importance of body language in communication

08

d) Explain with examples non verbal communication

07

Q.3 a) What is grapevine explain its advantages and disadvantages in detail 15

OR

b) Explain the term ethics with example to personal integrity at workplace 15

Q.4 a) Mr. Mark has been offered the post of senior manager at Yash Raj production Private Limited draft a letter of job acceptance on his behalf use modified block form 08

b) Write an application in response to the following advertisement wanted a sales representative for a reputed company in South Mumbai with experience of at least 2 years house to house the candidate should be able to speak English Hindi and Marathi. Application with bio data can be sent to box number 324 Times of India Mumbai 07

OR

c) MS. Mehta working as senior manager with Mahendra Industries Private Limited Pune since last 7 years and getting better opportunity in other company write a resignation letter on her behalf use semi block form 08

d) Write a job acceptance letter on behalf of MS Sunita who has been selected for the post of senior accountant with Energy Private Limited use full block form 07

Q.5 Write short notes ( any three ) 15

1. Importance of listening

2. Encoding - decoding

3. CSR

4. Feedback,

5. Body language