

N.B. (1) All Questions are compulsory.

Q.1 A. Match the following. (Any Eight) (08)

| Column A | | Column B | |
|----------|--------------------------|----------|------------------------------------|
| 1. | Courtesy | A | Kinesics |
| 2. | Proxemics | B | Distance |
| 3. | Body Language | C | 'C' of Communication |
| 4. | Physical Barrier | D | Nearness |
| 5. | Salutation | E | Technical Terminology |
| 6. | Jargon | F | Dear Sir / Madam |
| 7. | Hierarchy | G | Needs Mental Discipline |
| 8. | Address to a large group | H | Involves the use of Common Symbols |
| 9. | Good Listening | I | Mass Communication |
| 10. | Encoding | J | Levels of Authority and Power |

Q. 1 (B) State whether the following True or False (Any Seven) (07)

1. Psychological barriers are also called barrier of the mind.
2. High morale boosts workplace performance.
3. When a manager advises to a subordinate it is upward communication.
4. Written communication is a type of non-verbal communication.
5. A communication gap can be created due to a psychological barrier to communication.
6. The receiver and the decoder may be two different person.
7. Communication should result in an understanding response.
8. Communication by touch is a type of non – verbal communication.
9. Listening enables understanding of a message.
10. An order is a form of downward communication.

Q. 2 (A) Define communication and explain its process with a labelled diagram. (08)

Q. 2 (B) List any five advantages and disadvantages of Oral communication. (07)

OR

Q. 2 (C) Discuss and explain in detail Vertical Communication. (08)

Q. 2 (D) List and explain in brief methods of Non-Verbal Communication. (07)

Q. 3 (A) List and explain any five Psychological barriers to communication and explain how they can be overcome. (15)

OR

Q. 3 (B) Explain the term Business Ethics with special reference to Personal Integrity at the workplace. (15)

Q. 4 (A) Draft a Letter Of Application With Curriculum Vitae For the post of a Senior Clerk with Pro connect Production Pvt, Ltd. Andheri (W) Mumbai. Use the Full Block Format. (10)

Q. 4(B) Mr. Vipul Sharma has been offered the post of an IT Administrator in Cloud (05)

Computech. Draft a **Letter Of Job Acceptance** On His Behalf. Use The Modified Block Layout.

OR

Q. 4(C) Draft a **Letter of Application with Curriculum Vitae** for the post of an Accounts Manager at. Yash Raj Films Pvt. Ltd. Use the complete block layout. (10)

Q. 4(D) After a commendable service as a Personal Secretary for the post 10 Years, you have decided to quit your job due to unavoidable domestic circumstances. Write your **letter of Resignation**. Use the modified block layout. (05)

Q. 5 Write Short Notes: (Any Three) (15)

1. Importance of Feedback
2. Types of Listening
3. Personal Integrity as a Business Ethic
4. Education as an objective of communication
5. Horizontal Communication
