

Q.1. A) Multiple Choice Questions (Any 8)

(08)

- 1.) Signs and _____ were used when language did not exist.
a) telephones b) telegrams c) symbols d) letters
- 2.) Decoding means the _____ of a message.
a) deciphering b) evaluation c) judgement d) assessment
- 3.) _____ communication lacks credibility.
a) Formal b) Horizontal c) Vertical d) Grapevine
- 4.) Gossip is an example of _____ communication.
a) Vertical b) Grapevine c) Horizontal d) Diagonal
- 5.) In an organisation, _____ communication helps to develop informal relations between people.
a) Vertical b) Grapevine c) Horizontal d) Diagonal
- 6.) _____ communication flows up and down the ladder of organisation.
a) Vertical b) Grapevine c) Horizontal d) Diagonal
- 7.) _____ is an example of informal communication.
a) Notice b) Rumour c) Interview d) Presentation
- 8.) _____ is the way a person holds his/her body.
a) Position b) Posture c) Poise d) Poster
- 9.) Incorrect usage of words is due to _____.
a) Language barriers b) Physical barriers
c) Psychological barriers d) Cross- cultural barriers
- 10.) _____ reveals the identity of the sender.
a) Salutation b) Subject line c) Head address d) Inside address

Q.1. B) State Whether the following statement is True or False. (Any 7)

(07)

- 1.) Reward is a positive feedback.
- 2.) •Looking confused is a kind of negative feedback.
- 3.) Downward communication is also called as Downstream communication.
- 4.) Diagonal communication encourages combination of vertical communication and horizontal communication.
- 5.) Colours cannot convey messages.
- 6.) Communication gap can be created due to distance and not due to time.
- 7.) Jargon means technical Language.
- 8.) Listening involves simple hearing.
- 9.) Management must not listen to employees while framing their plans and policies.
- 10.) Social media tools tend to be available at a very high-cost relative to other forms of media.

Q.2.A) Explain the various forms of feedback. (08)

Q.2.B) Explain the importance of communication in the corporate world. (07)

OR

Q.2.C) Explain the advantages of downward communication. (08)

Q.2.D) Explain the advantages and disadvantages of Grapevine communication. (07)

Q.3.A) Explain the various channels of organisational communication. (08)

Q.3.B) Explain the factors to be considered in the choice of the means of communication. (07)

OR

Q.3.C) Explain the limitations of oral communication. (08)

Q.3.D) Explain the impact of technological advancements on communication. (07)

Q.4.A) Draft a letter of application with curriculum vitae for the post of Junior Sales executive at Smith and Company, Mumbai. Apply to the Managing Director, Smith & Co, Mumbai. Write the letter in complete Block Format. (10)

Q.4.B) Ms. Sakshi Poddar has been working as an IT Administrator with Cloud Computech, Nashik since last five years and would now like to resign from her post. Draft a letter of Resignation on her behalf. (05)

OR

Q.4.C) Draft a letter of application with curriculum vitae for the post of General Manager at TVS Infrastructure (P) Ltd., Parel, Mumbai. Use complete Block Format. (10)

Q.4.D) Ms. Manasi Shah has been offered the post of an Area Manager with Glenmark Pharma Ltd., Andheri, Mumbai. Draft a letter of Job acceptance on her behalf. (05)

Q.5.A) Explain language barriers and explain the measures taken to overcome language barriers. (08)

Q.5.B) Explain the importance of business ethics in business. (07)

OR

Q.5) Write short notes on (Any 3) (15)

a) Environmental barriers

b) Vertical communication

c) Types of job application

d) E – communication

e) Intellectual property