

15-3-14
VCD- -FYBAF- SEM II -BC - 2 Hrs. -60 Mrks. -220

Note : All the questions are compulsory

Figures to right indicate full Marks.

Q.1 Write short notes (any three) 15

1. Environmental barriers
2. WASP technique
3. Paralanguage and voice
4. Personal Appearance
5. Employment interview

Q.2 a) Explain psychological barriers with suitable examples . 08

OR

a) Explain 7C's of written communication 08

b) Explain the role of audience in a presentation. 07

OR

b) What are the steps involved in preparation of group discussions? 07

Q.3 a) Who is an interviewee? Explain the role and preparation of an interviewee. 08

OR

a) What is group discussion? How are the candidates evaluated in a group discussion? 08

b) What are the general rules of email etiquettes? 07

OR

b) Discuss the nature and types of interviews. 07

(P10)

- Q.4 a) Draft a letter of Application in response to the following advertisement
- “Wanted experience Accountants for the firm in south Mumbai candidates
Having at least 3 years experience in the field to Post. Box no 765
Mumbai 04” Apply with resume within 8 days.

08

OR

- a) You have recently purchased a mobile phone from Samsung Electronics which is not working properly. Draft a letter of complaint to request for a repair or replacement from the company.
- b) As a class representative draft an order letter to Siddhivinayak Caterers regarding farewell party to be organised in your college.

08

07

OR

- b) Draft a sales letter promoting ‘English Speaking Course’ for students.

07

XXXXXXXXXX