

Q. 1 A) Fill in the blanks : (any eight)

- 1) The Sales person on his part has to deal with _____ tactfully.
- 2) All sales letters must follow the _____ formula.
- 3) A Resume is also known as a Biodata or _____.
- 4) A _____ is the formal document informing the members about the meeting to be conducted.
- 5) The _____ is the list of issues to be discussed at the meeting.
- 6) _____ communication has no formal structure unlike languages.
- 7) _____ is a common phenomena in classroom.
- 8) _____ have been developed by man to represent an idea or a concept.
- 9) The study of _____ movements is called kinesics.
- 10) _____ means potential business, so they must be acknowledged promptly.

B) State whether the following statements are true or false: (any seven)

- 1) Enquiries means potential business.
- 2) The sales letter must get itself to be read.
- 3) Reports may be short or long.
- 4) The proposal must be clearly and concisely presented.
- 5) Success of the meeting depends largely on the chairperson.
- 6) Proxemics is the study of body language.
- 7) Non-directional interviews are not dialogues.
- 8) Quorum is the list of people attending the meeting.
- 9) Bulletins promote the image of an organisation outside the organization.
- 10) Good public relations require only good communication skills.

Q. 2 A) Draft a sales letter to promote the sale of solar water heaters.

B) Draft a letter to vice-principal requesting her to give a letter of reference as you are applying for a job elsewhere. You are as assistant manager in the finance department of the company.

OR

A) As a secretary of the Gymkhana you have been asked by the principal to prepare a report on the recently conducted 'Krida Mahotsava' in the college submit your report with recommendations.

B) As a secretary of the college make enquiry with M/s Fire Proof Ltd. about furniture to be purchased for college.

- Q. 3** A) What are the advantages and disadvantages of oral communication?
B) Explain the importance of listening and explain various types of listening.

OR

- A) Non-Verbal communication is an important aspect of effective communication - comment
B) Explain the importance of body language.
- Q. 4** A) What is report? Explain the types of report.
B) What is Agenda? Explain with appropriate example.

OR

- A) What is the importance of public relations in an organization?
B) What are the principles of effective communication?

Q. 5 Write short notes (any 3)

- A) Parts of report
B) Public address system
C) Types of listening
D) Gestures
E) Sales letters

— The End —