

1. All questions are **compulsory**.
2. All questions carry **equal** marks.
3. Draw **neat, labeled diagrams** wherever necessary.

Q.1a) Explain the following terms in 2 or 3 sentences (any five) (10)

1. Decoding
2. Internet
3. Horizontal communication
4. Silence
5. Fake Listening
6. Halo and Horn effect
7. Proxemics
8. Feedback

b) Match the following (05)

1. Jargon	a. Upward communication
2. Sender	b. Encoding
3. Physical barriers	c. Trading
4. E-commerce	d. Time and distance
5. Suggestion	e. Technical Language

c) Fill in the blanks choosing the best alternative from the ones given below (05)

1. ----- is a form of Non-verbal communication.
a. Letter, b. Circular c. Report, d. Facial expression.
2. ----- is an optional part of business letters.
a. Date b. Inside address c. Letter head d. Identification initials
3. The Latin term----- is the source for english word communication
a. communis b. communism c. communal d. community
4. ----- is an e-learning tool.
a. Whatsapp b. Facebook c. Moodle. d. Blog
5. Listening is said to be -----.
a. positive act. b. a passive skill c. a difficult skill d. an unnecessary skill

Q.2 Write short notes on (any four)

1. Body language
2. Components in Process of communication
3. Advantages and disadvantages of Diagonal communication
4. Social media (any three)
5. Types of feedback (any three)
6. Characteristics of verbal communication

(20)

Q.3 Answer the following (any two)

- a) Define Listening. Discuss the obstacles to listening and write the measures to overcome them?
- b) What is Corporate social responsibility? How is it relevant in the business world?
- c) Discuss in detail any six Psychological barriers to communication? What are the various means to overcome them?

(20)

Q.4 Draft an application letter in response to the following advertisement.

(10)

"Wanted junior accountants for a reputed publishing house. Interested commerce candidates familiar with Tally and use of computers may send their application with resume within ten days to P.O.Box.No 1800, The Times of India, Mumbai:400 005".

Q.5 Draft the following letters:(any four)

(20)

- a) Rakesh wishes to take admission for postgraduate course in finance in Business administration from Ohio university. He likes travelling and painting. Draft a Statement of purpose.
- b) Draft a letter of recommendation for your marketing assistant who has given your name as referee in his application for the post of marketing manager in another company.
- c) Rahul verma has been offered the post of Finance manager in Aditi India Electricals Ltd.. Draft a letter of acceptance on his behalf.
- d) Mr. Hardik has changed his residence from Indore to Pune. He has secured a job of sales executive at Bata Chemicals Ltd. Draft a letter of resignation from the post of sales executive at Hindustan chemicals Ltd.
- e) Mr. Mohan Jagtap of Accountants department ha worked overtime and achieved his sales target . Draft a letter appreciating him.

Q.6 a) Write a paragraph in about 150 words (any one)

(05)

1. Green Environment
2. My Ambition

b) Read the following carefully and answer the questions given below:

Sampada is a senior manager of FISCO Software Pvt Ltd., She has to her credit twenty years of experience and is very loyal to her organisation. She has fixed ideas of getting work done. In her enthusiasm she constantly conveys work related ordes and instructions to her subordinates. Her subordinates respect her sincerely but dislike her constant interference. This has resulted in many young employees resigning from the organisation.

- i) Identify and explain the problem in given situation.
- ii) Discuss the means to overcome the problem faced by the employee

(3)

(2)