

Q.1. Write short notes : (any 3) [15]

- 1) Feedback
- 2) Horizontal channel of communication
- 3) Education and Training
- 4) Computers
- 5) Visual communication

Q.2. Answer the following questions : (any 2) [15]

- 1) What is barrier to communication ? Explain any two types of barriers.
- 2) Explain any two types of listening.
- 3) What is Business ethics ? Explain the importance of business ethics in business.

Q.3. A) Write an application letter in response to the following advertisement "Wanted experience business development officer for the reputed firm in south Mumbai, candidate should be graduate and specialized in the field with fluency in English and Marathi"  
Apply within 15 days of advertisement with a detailed bio-data. [5]

B) Attempt any 2 from the following : [7]

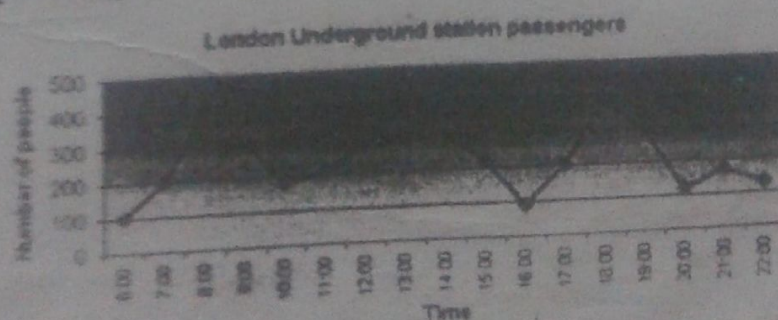
- 1) Rakesh is seeking admission to Melbourne University. He has passed B.Com with first class and has finished his MBA. He leaves travelling and singing. Draft an SOP for him.
- 2) Sushil has been offered the post of General Manager in Apko Ind. Ltd. Write a letter of acceptance on his behalf.
- 3) As Mr. Rahul has changed his residence from Malad to Bhandup. He has secured a post of clerk at Rustam International in Thane. Draft his letter of Resignation from the post.

Q.4. A) Write a paragraph on the following : (any 1) [5]

- 1) My worst vacation.
- 2) A meaningful gift that I've received.

B) Write a paragraph interpreting the following chart. [5]

On the basis of the graph below, draft a paragraph on London Underground station passengers.





C) Rewrite these sentences in simple modern English.

- 1) If the occasion should arise, please do not hesitate to get in touch with us if we can assistance to you in similar circumstances.
- 2) Under the date of 14 Sept. we communicated to you by means of a letter our desire have the meeting held in or around Mumbai.
- 3) We are receipt of your cheque for Rs. 3,000/- and wish to thank you for the some.
- 4) Kindly advise us if the said premises have been vacated by you as per our agreement, and oblige.
- 5) Our local warehouse will handle your needs.

— THE END —

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