

Q.1. Write short notes on (Any 3 out of 5)

(15)

- Importance of communication in corporate world.
- Formal channel of communication.
- Information as an objective of communication.
- Verbal as a method of communication.
- Computer as mode of communication.



Q.2. Write in detail (any 2 out of 3)

(15)

- What are the different types of semantic barriers? Explain the various means to overcome the environmental barriers?
- What are the advantages of effective listening? What are the abstacles to effective listening?
- Explain how business ethics is important in entertainment media & social media.

Q.3. A) A private Ltd. Company in Vasai (East) requires an Account Assistant with a good knowledge of tally. Apply with bio-data along with salary expectation to Fax no. 28887487 (07)

Q.3. B Write any two out of three.

(08)

a) student wishes to take admission in an MBA programme in Ohio university. He has scored 75 percent in the graduation exam in commerce. His highest score is in Economics, where he has scored 80% marks. While in college he has played cricket and badminton. His hobbies include photography and reading. His aim is to be research in the field of Economics write out his statement of purpose.

b) Draft a letter of acceptance on behalf of Mr. Suresh Rana has been chosen for the post of Jr. Executive by Mahindra Kotak Company. He conveys his acceptance as sales manager.

c) Draft a letter of resignation on behalf of Mrs. Ananya Banerjee has decided to resign from her post of receptionist at Royal Hotels in order to join it. Write her letter of resignation.

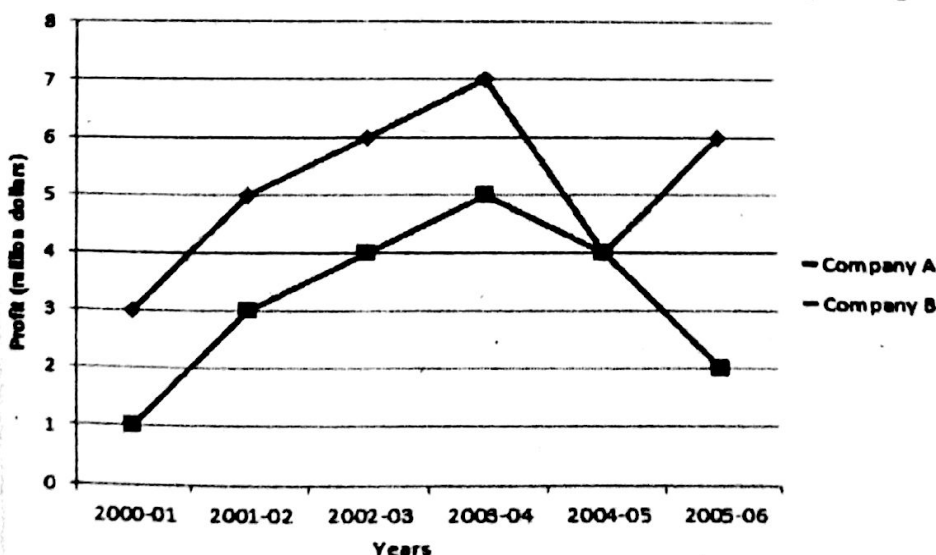
Q.4. A) Write a paragraph (Any 1)

(05)

- My worst vacation.
- A meaningful gift that I have received.

Q.4. B) Write a paragraph interpreting the following line graph.

(05)



Q.4. C) Fill in the blanks with articles.

It was April In New York city and from _____ window of their room at _____ Hotel everything looked bright and green. _____ stary sisters were sharing _____ on _____ evening of their grandparents, fiftieth anniversary party.

Q.5. A) Fill in the blanks.

1. Senders need a _____ to send a message.
a) Medium b) feedback c) vehicle
2. Encouraging employees to perform is called _____.
a) suggestion b) motivation c) persuasion
3. Forms of communication in which words are used to convey messages are referred to a _____.
a) visual b) verbal c) non-verbal
4. From a distance if photocopies of original documents are to be sent instantly, one must use _____.
a) fax b) E-mail c) mobile
5. A barriers refers to _____.
a) an iron rod b) an obstacle c) a gymnast

Q.5.B) State whether the statement are true or false.

1. Oral communication becomes a permanent record
2. Problem in sound system is an example of physical barriers.
3. Take at least a few days before responding to your e-mail
4. Raising morale is an important objective of communication.
5. Having I attitude in communication leads to business growth.

Q.5. C) Match the following:

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|-----------------------------|-----------------------------------|
| 1. Proximis | a) socio-psychological barriers |
| 2. Wrong assumptions | b) generates goodwill |
| 3. Salutation | c) Communication through distance |
| 4. Business ethics | d) Communication between equals |
| 5. Horizontal communication | e) Greeting to the addressee |