

**Note: 1. All questions are compulsory.**

**Q1 A) Fill in the Blanks (Any 8)**

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1. .... is a secondary, informal channel of communication.  
(Grapevine/Vineyard/Grapefruit)
2. Non-verbal communication is a \_\_\_\_\_ to verbal communication  
(Supplement/complement / contradiction)
3. Notices and circulars are examples of ..... Communication.  
(Upward/Downward /Grapevine)
4. People of different time zones often have a problem in communication. This is an example of a. Barrier to Communication. (Physical/Psychological / Semantic)
5. ....gives legal validity to a letter.  
(Subject line/Signature/Enclosure block)
6. \_\_\_\_\_ is the response given by the receiver to the sender's message.  
(Encoding/Decoding / Feedback)
7. A Curriculum Vitae is commonly known as \_\_\_\_\_.  
(Notice/Bio-data / Circular)
8. Body Language is also known as \_\_\_\_\_.  
(Kinesics/Kinetics/Cryptic)
9. In SOP, S stand for \_\_\_\_\_.  
(Statement, stress, stamina)
10. Notices and circulars are example of \_\_\_\_\_ communication.  
(Upward/ Downward/ Grapevine)

**(B) State whether the following statements are True or False (Any 7).**

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1. ATM stands for Any Time Money.
2. Suggestion Boxes facilitate upward vertical communication
3. Body language is non-verbal communication
4. Expertise is available for free.
5. Decoding completes the cycle of communicate.
6. Managers should be good listener
7. There is complete involvement of the listener in passive listening.

8. Listening and hearing are different activities.
9. Formal communication is time consuming.
10. Hierarchy means grading according to status or position in an

Q2.A Define Communication. Explain role of feedback in communication

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B. Advantages and disadvantage of Downward Communication.

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OR

C. Write a Note on Information.

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D. Explain advantages and disadvantage of written Communication.

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Q3. A. Write note on psychological barriers.

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B. What is active listening? Explain its importance.

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OR

C. What is Ethics? Explain its importance in Business.

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D. What is SOP. Explain it in brief.

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Q4.A. Draft a letter of Job Acceptance on behalf of Mrs. Taneja for the Post of Assistant Professor in Reputed College. (Use Full Block Form)

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B. Draft a letter of Application with Curriculum Vitae for the Post of Account Manager in Multinational Company. (Use Semi Block Form).

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OR

C. You have received an offer for the position of a Senior Sales Executive at U Foam Mattresses. Write a Letter of Job Acceptance. (Use Semi blocks form).

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D. After a commendable service as a Personal Secretary for the Past 10 years, you have decided to quit your job due to unavoidable domestic circumstances. Write a Letter of Resignation. ( Use the Modified Block layout).

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Q5, Short Notes (Any Three)

15

1. Write a note on Internet Etiquette
2. Disadvantages of horizontal communication
3. Types of listening
4. Cycle of communication
5. Write note on intellectual Property Rights

OR

Q.5 Explain any three mode of communication

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