

N.B.: All questions are compulsory.

Q.1. A. Fill in the blank with suitable options: (Any Eight)

(8)

1. Signs and _____ were used when language did not exist.
a. Telephones b. Telegrams c. Symbols d. Letters
2. _____ is a positive feedback.
a. Appreciation b. Beating c. Scolding d. Punishment
3. Raising morale helps boost _____.
a. Confidence b. Values c. Culture d. Anger
4. Visual communication uses _____ to communicate messages.
a. Pictures b. Language c. Signs d. Sounds
5. Barriers are also known as _____.
a. Obstacles b. Reasons c. Pleasures d. Solutions
6. Silence indicates _____.
a. A play of words b. Negation of words c. Indifference d. Respect for the listener
7. _____ scans your incoming e-mails.
a. Virus protection software b. Hardware c. Computer d. Webcam
8. E-mails can be sent with the click of a _____.
a. Computer b. Mouse c. Laptop d. Key
9. A resume is accompanied by _____ letter.
a. Testimonial b. Appointment c. Covering d. Offer
10. The fastest means of communication is _____.
a. Vertical b. Horizontal c. Diagonal d. Grapevine

Q.1. B. State whether the following statements are True or False: (Any Seven)

(7)

1. Message can make use of both verbal and non-verbal symbols.
2. Sender encodes a message while receiver decodes the message.
3. An oral warning is a soft warning.
4. Video conferencing can be done through internet.
5. Communication gap can be created due to distance and not due to time.
6. Listening enables understanding of message.
7. Silence always builds walls among people.
8. Social media tools tend to be available at a very high cost relative to other forms of media.
9. Use of jargon shows your command over the language.
10. Simple sentences are preferred in official correspondences.

Q.2 A. Explain importance of Communication in corporate world.

(8)

B. Define Communication and explain its process with a labelled diagram.

(7)

OR

C. Explain Downward channel of organisational communication.

(8)

D. List the advantages and disadvantages of Grapevine communication.

(7)

Q.3 A. Explain the characteristics of Non-verbal communication. (8)

B. Explain the advantages and disadvantages of Oral Communication. (7)

OR

C. How does language act as a barrier to communication? (8)

D. Explain the advantages of effective listening. (7)

Q.4 A. Draft a Letter of Application for the post of a Senior Manager at United Pvt. Ltd., Lower Parel, Mumbai. Use the Complete Block Format. (8)

B. Mr. Naman Sharma has been offered the post of an IT Administrator in Cloud Computech. Draft a letter of Job Acceptance on his behalf. Use the Modified Block layout. (7)

OR

C. Draft a Letter of Application for the post of a HR Manager in Unitech. Info. Pvt. Ltd. Use the Complete Block layout. (8)

D. Mr. Rakesh Verma has been working as Accounts Manager with Omega Pvt Ltd. Since the past Ten years and would like to resign from his post. Draft a letter of Resignation on his behalf. Use the Semi Block Layout. (7)

Q5. A. What are the barriers to effective listening? How can we overcome them? (8)

B. Define business ethics and explain its importance? (7)

OR

Q5. Write short notes on the following (Any three) (15)

1. Motivation
2. SMS Communication
3. The Halo Effect
4. Business Ethics
5. Encoding and Decoding