

Duration: 2 Hours

Total Marks 40

N. B. 1) **Question No. 1 is compulsory.**

2) **Attempt any three questions out of remaining five questions.**

3) **Figures to the right indicate marks.**

4) **Answers to all sub questions should be attempted and grouped together.**

1. A) "Communication is the exchange of meaning between individuals through a common system of symbols" Explain the process of communication in the light of above statement with a suitable diagram. **4 Marks**

B) Explain briefly the linguistic barrier with two examples **2 Marks**

C) Draw the layout of Complete Block Format **2 Marks**

D) Match the following **2 Marks**

A

B

i) Kinesics

a) The study of space in communication.

ii) Haptics

b) The study of silence as a means of communication.

iii) Occulesics

c) The study of touch.

iv) Proxemics

d) The study of eye contact.

e) The study of body movements related to speech

2. A) As a purchase manager of Satyam Computers, 9 Naidu Road Hyderabad, 500007, you had ordered thirty laptops from The Modern Computer Limited, M. G. Road Chennai, but when consignment arrived you found some pieces are in a damaged condition. Write a complaint letter to sales manager asking for replacement of laptops. (Complete Block Format) **6 Marks**

B) What are the two types of vertical communication? Discuss the merits of downward communication **4 Marks**

3. A) Write a short note on any two **6 Marks**

1. You Attitude

2. Feedback

3. Proxemics

4. Letter head

B) Explain any 4 principles of business correspondence. (4C's) **4 Marks**

4. A) Write a set of instructions on using elevator. **4 Marks**
- B) Write a technical description of process of titration. **4 Marks**
- C) What are the blocks of effective listening **2 Marks**
5. A) Distinguish between the following instructions: **4 Marks**
1. Caution & Warning
2. Note & Precaution
- B) What role does non-verbal communication play in making public speaking effective? **4 Marks**
- C) List the differences (attempt any one) **2 Marks**
1. Listening & hearing
2. Physical & Psychological Barrier
6. A) You are the General Secretary of the staff club of your organization. To organize a dinner & to celebrate the Founders Day make an enquiry to Tasty-bite Caterers giving all the necessary details. (Use Complete Block Format to write a letter) **6 Marks**

B) Read the passage & answers the questions.

Many great inventions are initially greeted with ridicule and disbelief. The invention of the airplane was no exception. Although many people who heard about the first powered flight on December 17, 1903 were excited and impressed, others reacted with pearls of laughter. The idea of flying an aircraft, was repulsive to some people, such people called Wilbur and Orville Wright, the inventors of the first flying machine, impulsive fools. Negative reactions, however, did not stop the Wrights. Impelled by their desire to succeed, they continued their experiments in aviation. Orville and Wilbur Wright had always had a compelling interest in aeronautics and mechanics. As young boys they earned money by making and selling kites and mechanical toys. Later, they designed a newspaper-folding machine, built a printing press, and operated a bicycle-repair shop.

In 1896, when they read about the death of Otto Lilienthal, the brothers' interest in flight grew into a compulsion. Lilienthal, a pioneer in hang-gliding, had controlled his gliders by shifting his body in the desired direction. This idea was repellent to the Wright brothers, however, and they searched for more efficient methods to control the balance of airborne vehicles. In 1900 and 1901, the Wrights tested numerous gliders and developed control techniques. The brothers' inability to obtain enough lift power for the gliders almost led them to abandon their efforts. After further study, the Wright brothers concluded that the published tables of air pressure on curved surfaces must be wrong. They set up a wind tunnel and began a series of experiments with model wings. Because of their efforts, the old tables were repelled in time and replaced by the first reliable figures for air pressure on curved surfaces. This work, in turn, made it possible for the brothers

to design a machine that would fly. In 1903 the Wrights built their first airplane which cost less than \$1,000. They even designed and built their own source of propulsion--a light, weight gasoline engine. When they started the engine on December 17, the airplane pulsed wildly before taking off. The plane managed to stay aloft for 12 seconds, however, and it flew 120 feet. By 1905, the Wrights had perfected the first airplane that could turn, circle, and remain airborne for half an hour at a time. Others had flown in balloons and hang gliders, but the Wright brothers were the first to build a full-size machine that could fly under its own power. As the contributors of one of the most outstanding engineering achievements in history the Wright brothers are accurately called the fathers of aviation.

1. Why did the Wright Brothers are called as the father of aviation? **1 Mark**
2. What do you mean by glider? **1 Mark**
3. Make a sentence by using phrase 'To reel' **1 Mark**
4. What lesson do you learn from the above passage? **1 Mark**
