

Duration: 1Hrs 30 Mint

Total Marks: 40

**NB: 1. Q1. is compulsory.**

**2. Attempt any Three out of the remaining Five questions.**

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

**4. Answers to the sub questions should be grouped together.**

**Q1 Answer the following questions:**

**(10)**

A. Write short note on Postulates/ Hallmarks of effective communication.

**(03)**

B. Objectives of communication.

**(02)**

C. Define Communication and discuss the cycle of communication with the help of a diagram and suitable example.

**(05)**

**Q2. Answer any 2 out of 3 questions:**

**(10)**

A. (i) A friend of yours is preparing for an interview. Suggest him some aspects of Kinesics that he needs to follow for success.

**(03)**

(ii) Classify the following instructions as Caution, Warning, Danger and Note:

**(02)**

a) Always use good quality printing paper for better results.

b) Do not touch connections with wet hands.

c) Do not expose camera lens to direct sunlight.

d) Never extend any part of the body through the elevator gate when it is in motion.

B. What is a Grapevine? Discuss the merits and demerits of Grapevine in an organization.

**(05)**

C. During the pandemic, your travel agency has taken a hit. You are planning on reviving the business post pandemic. Write a Sales letter offering discounts and other interesting privileges on various tour packages.

**(05)**

**Q3 Do as directed:**

A. Fill in the blanks:

**(03)**

1) \_\_\_\_\_ is the last component in the process of communication.

2) \_\_\_\_\_ is the process of finding out a particular piece of information while reading

3) \_\_\_\_\_ communication moves on the equal authority level.

4) \_\_\_\_\_ means movement of hand, neck to communicate messages.

5) One who sacrifices his life for a cause is called \_\_\_\_\_.

6) The list of spare parts \_\_\_\_\_ long. (was/were)

B. Match the following:

(02)

- |                     |                                |
|---------------------|--------------------------------|
| (i) Post Script     | (a) No abbreviation            |
| (ii) UVW/AC         | (b) Not indented paragraphs    |
| (iii) Date line     | (c) exhibits unplanned content |
| (iv) Complete Block | (d) Identification Mark        |
|                     | (e) Indented Paragraphs        |

C. Identify the barriers in the following situations. How can it be overcome?

(02)

Mr. Ronny had been a successful manufacturer for twenty years. He used glass containers for his products. When a salesman visited him to show a new plastic container which was more durable and which cost less. Mr. Ronny refused to listen to him and mockingly asked the salesman if he knew more about his business than he did.

D. Define: (i) Calculator (ii) Voltmeter (iii) Stapler

(03)

**Q4. Answer any 2 out of 3 questions:**

A. You had placed a bulk order of children's wear that reached too late after the festival. This resulted in great loss of business. Write a complaint letter to the Garment company about the late delivery of the consignment. Claim for the loss. (Use the Complete Block Format.)

(05)

B. Write short note on: (i) You Attitude (ii) AIDA

(05)

C. Difference between : Technical Writing and Literary Writing

(05)

**Q5. Answer any 2 out of 3 questions:**

(10)

A. Identify Sender, Receiver, Message, Channel and Feedback in the given statements.

(05)

(i) A student sends through post an application letter to a company and receives a call for an interview.

(ii) The Vice President of an organization instructs the assistant engineer via e-mail to submit his project report within a week. The assistant engineer fails to submit the report.

B. Difference between:

(05)

(i) Caution and Warning

(ii) Technical Descriptions and Instructions

C. Draw Diagrammatic Representation of Complete Block Style.

(05)

**Q6. Answer any 2 out of 3 questions:**

(10)

**Q6 A. Read the following passage and answer the following questions.**

(05)

Values are the essence of humanity; values assist a nation live and build her identity. India the mother to all human values enjoys a much-privileged position in the world, thanks to a well-

developed system and defined a set of values that the people here have been practising since ages. Values are in no way hostile to materialistic, technological and scientific progress. They help people live life in peace with themselves, with society and nature. The satellite channels, another manifestation of science, inspire all of their advantages; have been hitting hard at the very root, the foundation of Indian society, i.e., its values. The availability of B.B.C., CNN, Zee TV, Nat Geo, Discovery, etc. in sitting rooms at the click of a button have exposed the Indians, especially the young and impressionable Indians, to the culture and practices which vitiate and pollute the young and old alike.

The majority of the programmes beamed on the satellite channels are based on fantasy. They suggest infeasible solutions to day-to-day life problems. This entices and lures people to succeed by hook or by crook. Moreover, programmes such as W.W.F. make the viewers aggressive, callous and 'violence-crazy'. In addition to it, the lifestyle shown in various programmes stand in stark contrast to the one appreciated and suggested by our values. The new generation of youth is definitely being impressed with the alien culture. Additionally, long hours of television viewing have led to our younger generation becoming couch potatoes. Also, the time spent on social interaction, the most educative and informative interaction is decreasing. Consequently, all the values — social as well as moral — are now going haywire with the blatant display on various satellites channels.

It is now imperative that the parents should take up the duty of minimizing the exposure of the children to the 'idiot box'. They should owe this as the dutiful citizens of a nation. Also, the government should ensure a strict censorship of these channels so that our principles, values and culture are not eroded, damaged and spoiled.

1. How are values the essence of humanity?
2. Why does India gain a special place in the world?
3. How are Indian values attacked?
4. How are children affected by satellite channels?
5. **Choose the word that means the same as:**

(a) attracts

(i) entices (ii) ensure (iii) vitiate (iv) lures

(b) enemy

(i) hostile (ii) alien (iii) callous (iv) crook

**Q6 B. Write a set of clear and precise instructions in order to make an ATM withdrawal with appropriate usage of special notations. (05)**

**Q6 C. Explain any Two Psychological Barriers. (05)**

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