

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) Discuss the five basic elements of communication with suitable examples. **4 Marks**

B) Write a short note on olfactics (Smell) as non-verbal communication. **2 Marks**

C) Match the following **2 Marks**

A

B

i) Artifacts

a) The way one sits or stands.

ii) Olfactics

b) movements of the hand or head that convey meaning.

iii) Gesture

c) Communication by sense of smell

iv) Posture

d) objective language.

D) Explain Cultural Barriers. **2 Marks**

2. A) Draft a permission letter addressed to the principal of your college seeking permission to go for an international conference, representing the college, for a period of one week. Use the Complete Block Format. **6 Marks**

B) Discuss the merits and demerits of Vertical Communication. **4 Marks**

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

1. Email-Etiquette 2. Encoding and decoding 3. Chronemics 4. Post-script

B) What is heading in business letters? Explain with an example. **4 Marks**

4. A) Write Instructions for using a refrigerator. **4 Marks**

B) Describe any one of the following objects by giving definition, diagram, description and working. i) washing Machine ii) Telephone **6 Marks**

5. A) Differentiate between Technical Description and Instructions with the help of suitable examples. **4 Marks**

B) "Our nonverbal behavior gives away our inner personality and reflects our inner attitude.". Explain this statement with suitable examples. **4 Marks**

C) List the difference between any two. **2 Marks**

1. Listening & hearing

2. Oral and Written communication.

6. A) You are hostel secretary of your campus hostel and you have to organise health checkup camp with collaboration of Lions club. Write enquiry letter to head of lion club for collaboration and organise health checkup camp. (Use **Complete Block Format to write a letter**) **6 Marks**

B) Read the passage & answers the questions.

4 Marks

Advertising is a very important form of mass communication. The American marketing association as defined advertising as a “paid forms of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. An advertisement is creative, informative, attractive and persuasive enough to attract the prospective purchasers towards what is advertised. Advertising plays a vital role in marketing mix and promotion mix. advertising plays a very important role in influencing consumer behavior. advertisement is done with several objectives in consideration, conveying, information, mass communication and persuasion are the major objectives of advertising.

1. What is an advertisement? **01 Mark**
2. What are the various objectives of advertisement **01 Mark**
3. Do you think that advertisement is one of the most invertible and commercial forms of this communication. **01 Mark**
4. Give suitable title for above passage. **01 Mark**
