

(2 HOURS)

[Total Marks:40]

- N.B. 1. Question no. 1 is compulsory  
2. Attempt any three out of the remaining five questions  
3. Figures to the right indicate full marks  
4. Answers to all the sub questions should be grouped together.

Q.1.a. Answer **any two** of the following: (05)

- i. Describe the process of communication with a suitable diagram. Would the communication cycle be considered incomplete if the feedback is in a different medium and not the same as the original message? Justify your answer.
- ii. What is the importance of feedback? Give instances where feedback is not immediate or altogether missing.
- iii. A sales letter best captures the AIDA Principle---Comment.
- iv. Explain "Complete block form" of writing a business letter with a diagrammatic representation.

b. Identify the Sender, Receiver, Medium, Message, Feedback in the following communication situations: (05)

- i. The Managing Director calls an urgent business meeting to discuss about the falling market prices and its repercussions on the company. Executives attend the meeting in full strength.
- ii. The Sales officer proposes some strategies to increase the sales target of a newly launched product in a seminar. The sales manager appreciates his proposal.

Q.2. a. Write short notes on: (**any two**) (05)

1. Information Overload ,a barrier to communication
2. Proxemics and its impact on communication at the workplace
3. SQ3R Technique of Reading
4. Upward Communication and its limitations.

b. Identify and explain the barriers in the following situations : (05)

- i) Shekhar is feeling disturbed and is unable to concentrate on his work , as he is constantly thinking about the argument that he had with his boss , this morning.
- ii) Norman was struggling to explain his peril to the French Police officer who was not very conversant in English, but to no avail.

Q.3. a. As the Senior Sales Manager of "Kings Electronics Pvt Ltd." Mumbai, draft a sales letter addressed to the Principals of Degree Colleges in your city, to promote the sale of the new interactive smart boards, that your company has recently manufactured. Point out its salient features and utility. Invent the necessary details and write the letter in complete block form. (05)

- b. Do as directed: (05)
- The captive fell down on his knees. The captive pleaded for mercy.(join the pair of sentences with suitable conjunctions)
  - Give the synonym for the word “ Ruckus ”
  - Didnt you hear that theyre arriving today ( Punctuate the given sentence)
  - I appreciated his work with me in resolve the conflict.(Correct the error and rewrite)
  - “ SPECULATE “ ( Expand this verb into a suitable noun by adding a suffix)

Q.4. a. You are the Branch Manager of “Quantum group of companies Pvt Ltd.” Noida. You want to set up a new branch office in Baruch . Write a letter inviting quotations for office furniture from “Woodwork Destination Pvt Ltd”, Mumbai. Write the letter in modified block form. (05)

- b. Write short notes on: (05)
- Grapevine and its effects on organizational communication.
  - Choose a useful computer program and write five instructions on how to use it.

Q.5. a. You are going to make a project presentation for your department . What aspects of non-verbal communication will you take care of, to make an impactful presentation ? (03)

b. Construct precise definitions for the following: (03)

- i. Telescope ii. Power bank iii. Hard disk

c. Write short notes on: (04)

- Language as a tool of communication.
- The importance of “Clarity, Conciseness, Correctness and Courtesy” in business correspondence.

Q.6.a. Read the following passage and answer the questions given below: (06)

When I go into a stranger’s library I wander round the bookshelves to learn what sort of person the stranger is, and when he comes in I feel that I know the key to his mind and the range of his interests. A house without books is a characterless house, no matter how rich the Persian rugs. These only tell you whether he has a lot of money, but the books tell you whether he has got a mind as well. It is not a question of money but we do not buy books. I repeat that the books are the cheapest as well as the best part of the equipment of a few dollars. Nearly all the best literature in the world is at your command at two dollars a volume. For 100 dollars you can get a library of fifty books. Even if you do not read them yourself, they are priceless investment for your children. What delight is there like the revelation of books- the sudden impact of a master-spirit, the sense of a window flung wide open to the universe? It is the adventures of the mind, the joy of which does not pass away, that give the adventure of life itself beauty and fragrance.

### Questions

- Why does the adventure of mind not pass away?
- Why does the writer wander round the bookshelves when he goes to a stranger’s house?
- What delight does a good book provide?

4. What can books tell you about a stranger?
  - a. That he is a rich man
  - b. That he believes in priceless investment
  - c. That he has good mental faculties
5. When one reads a good book ,one is delighted because
  - a. One finds the windows of the library opened
  - b. One feels the influence of a great writer
  - c. One knows much about the universe
6. The word ‘master-spirit’ in the passage mean
  - a. a prominent writer
  - b. the spiritual effect of a master
  - c. one who has a control over the spirit of man

- Q6. b. i. Compare the salient features of oral and written communication. (02)
- ii. Differentiate between caution , warning, note and instructions, with a suitable example for each of them. (02)

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