

Time: 3 hrs.

Marks:100

- Note:** 1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.

Q1 (A) Explain the terms in 2-3 sentences. (Any 5) (10)

1. Blog
2. Communication
3. Upward communication
4. Moodle
5. Feedback
6. Jargon
7. Message
8. Facebook

(B) Match the column A with B. (5)

A	B
1. Sender	a. Instant feedback
2. Distance	b. Non-verbal communication
3. Clarity	c. 'C' of communication
4. Oral communication	d. Physical barrier
5. Silence	e. Encoder

(C) Fill in the blank with correct alternative from the options given. (5)

1. The Latin term _____ is the source for the English word 'communication'.
(Communist / Communicare / Communal)
2. _____ is an informal channel of communication.
(Colours / Paralanguage / Grapevine)
3. Meetings, speeches and interviews are the examples of _____.
(oral communication / body language / barrier)
4. The language of space in communication is also called as _____.
(Evaluation / Consensus / Proxemics)
5. _____ is a psychological barrier.
(Noise / Closed mind / Environment)

Q2. Write short notes on any four of the given topics. (20)

1. Characteristics of Written communication
2. Twitter
3. Tips for effective communication
4. Process of communication
5. Whatsapp
6. Types of Business etiquette

Q3. Answer any two questions in detail. (20)

- (A)** List the rules for effective listening and distinguish between the understanding of listening and hearing.
- (B)** Explain any two barriers to communication and suggest the ways to overcome them.
- (C)** What is meant by Business ethics? Present the ways by which personal integrity at workplace can be demonstrated.

Q4. Draft a Letter of Application and Resume in response to the following advertisement: (10)

'Wanted Finance Officer with good communication skills and at least two years of experience. The applicant must be a graduate with good academic record. Apply with full details to Post Box No. 2852, The Times of India Building, Mumbai- 400 021.'

Q5. Draft any four of the given letters. (20)

1. Ankita Tiwari has been selected for the post of Sales Manager in Shine Enterprises. Write the letter of acceptance of job on her behalf.
2. Vishal Kumar of the Accounts Department has performed well and successfully met the sales target. As the Vice President of the company, write a letter of appreciation to him.
3. Rakshit Daya has decided to shift to Bangalore from Mumbai for better job prospects. He wishes to resign from his services at Vision InfoTech. Draft his resignation letter from the post of Accounts Executive.
4. As the Chairperson of Minerva Software Pvt. Ltd., write a letter of recommendation for your subordinate who has applied for the post of Project Manager elsewhere.
5. Rama Poojary wishes to take admission for MBA (Marketing) in Brown University, Canada. Write her Statement of Purpose for the same.

Q6. (A) Write a paragraph on any one of the given topics. (5)

- (i) India of my dreams
- (ii) A day without mobile phone

(B) Read the following situation carefully and answer the questions below: (5)

Ms. Ruchi Yadav, the newly appointed Branch Manager at Vidarbha Pvt. Bank believed that matters concerning the working of the bank must be sorted through the various channels of hierarchy. She did not encourage staff to meet her. As a result a lot of time was spent in matters being dealt with at various levels of the hierarchy before finally reaching Ms. Yadav. This created dissatisfaction among staff, also delayed decision making, affected the bank's working.

- (i) Identify and explain the problem Ms Ruchi is facing in practicing the channels of communication.
- (ii) Suggest the solution to this problem.

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