



Time : Three Hours

Marks : 100

Please check whether you have got the right question paper

N. B. All questions are compulsory**Q. 1 A. Explain the following terms in 2-3 sentences (any five) 10**

1. Proxemics
2. Decoding
3. E-mail
4. Consensus
5. Moodle
6. Business Etiquette
7. Twitter
8. Language barrier

B. Match the following: 05

- | | |
|-----------------------|-----------------------------|
| 1. Personal integrity | a. Trading |
| 2. Silence | b. Technical Language |
| 3. E-Commerce | c. WhatsApp |
| 4. Jargon | d. Non-verbal Communication |
| 5. Smart Phone | e. Ethics |

C. Fill in the blanks choosing the best alternative from the ones given below. 05

- a. Signs and _____ were mainly used when language did not exist.
- i. Telegrams ii. letters iii. symbols iv. cell phones
- b. Visual communication happens through _____.
- i. Sound ii. Pictures iii. Language iv. Music
- c. Noise and distance are considered to be _____ barriers.
- i. Cultural ii. Physical iii. Mechanical iv. Semantic



- d. _____ gives legal validity to a letter.
- i. Subject line ii. Signature iii. Enclosures iv. Date
- e. _____ scans incoming mails
- i. Virus protection software ii. CD iii. Filter iv. Censor

Q. 2 Write short notes on (Any Four)

20

- Horizontal Communication
- Grapevine
- Body language
- Social Media
- Advantages of written communication
- Feedback

Q. 3 Answer any two of the following

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- Explain the term psychological barriers. Discuss in detail any three psychological barriers to communication
- Define listening. Discuss obstacles to listening and measures to overcome them.
- Explain Business Ethics. Discuss the role and importance of Business Ethics in the world today.

Q. 4 Draft a reply in response to the following advertisement

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“A reputed publishing house requires Junior Accountants. Interested commerce graduates familiar with Tally and the use of computers, may send their **application with resume** within ten days to: PO Box 1720, The Times Of India, Mumbai – 400001”

Q. 5 Draft the following letters (Any Four)

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- Behroz Azmi wishes to pursue a Post Graduate degree in Global Markets and Equities from Perth University. Draft an SOP on behalf of Ms. Behroz
- Draft a recommendation letter for Ms. Shalini Monteiro of the HR department of your organization who wishes to apply for the post of an Asst. Manager (HR) with RBN Ltd.

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- c. You have received a job offer for Accounts Officer from Nexus Pvt Ltd. Draft your letter of acceptance of the job offer.
- d. Mr. Rajeev Sinha of Tarang Ltd., Mumbai working as an Accounts Manager wishes to resign from his post. Draft a letter of resignation on his behalf.
- e. Mr Roshan Sen, a new intern with Athithi International has displayed exemplary presence of mind and decision making skills during a life threatening crisis that a guest at the hotel faced. Draft a letter of appreciation to him.

Q. 6 A. Write a paragraph in about 150 words on **any one** of the following **05**

- a. The Challenges of the 21st century
- b. The India of my dreams

B. Read the following situation carefully and answer the question below **05**

Mr. Rajat Gaur, the newly appointed Branch Manager at Reliable Banks believed that matters concerning the working of the bank must be routed through the various channels of hierarchy. He did not encourage staff to meet him. As a result a lot of time was spent in matters being dealt with at various levels of the hierarchy before finally reaching Mr Rajat. This created dissatisfaction among staff, also delayed decision making affected the bank's working.

Q.1 Identify and explain the problem in the channel of communication that Mr Gaur practices **03**

Q.2 How can the problems that the staff face be overcome, according to you? **02**

