

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

Q.1 a) Explain the following terms in 2-3 sentences: (any five)

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1. Feedback
2. Moodle
3. Upward communication
4. Posture
5. Jargon
6. Pretended Listening
7. Decoding
8. Diagonal Communication

b) Match the following:

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(1) Twitter	(a) Obligatory part of letter
(2) Poster	(b) Local Area Network
(3) LAN	(c) Example of visual communication
(4) Facebook	(d) 'Tweets'
(5) Signature block	(e) Founded by Mark Zuckerberg

c) Fill in the blanks choosing the best alternative from the ones given below:

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- (1) The Latin term _____ is the source for the English word communication.
(a) Communis (b) Communist (c) Communal (d) Community
- (2) Communication that moves from a superior to a subordinate is an example of _____ communication.
(a) Upward (b) Downward (c) Horizontal (d) Circular
- (3) _____ is a psychological barrier.
(a) Noise (b) Abstracting (c) Unfamiliar language (d) Multiplicity of meaning
- (4) _____ communication has reference value.
(a) Written (b) Oral (c) Face-to-Face (d) Non-verbal
- (5) _____ is a non-verbal feature of Oral Communication.
(a) Paralanguage (b) Colour (c) Map (d) symbol

Q. 2. Write short notes on: (any four)

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- (a) Grapevine communication
- (b) Body Language
- (c) Horizontal communication
- (d) Communication process
- (e) Office etiquette
- (f) E-mails as mode of communication

- Q. 3. Answer **any two** of the following: 20
- What are physical barriers to communication? Suggest ways of overcoming them.
 - Define listening. How is listening different from hearing? Discuss ways of improving listening skills.
 - Explain corporate social responsibility. Explain different ways in which a company can practice CSR.
- Q. 4. (A) Draft a reply in response to the following advertisement: 10
- "Urgently required smart, young salespersons to handle counter sales at a departmental store. Candidates should have passed H.S.C. and should have a good command over Hindi and English. Candidates meeting the requirements should send in an application along with the bio-data within ten days to - Box no- 1254, The Times of India, Mumbai."
- Q. 5. Draft the following letters: **(any four)** 20
- As part of the application process to the Masters in Business Management Studies course offered by Nirma Management Institute, Pune, draft a Statement of Purpose that highlights your experience, interests and goals.
 - A student of your college has applied for the post of an accounts assistant with Metro Shoes, Mumbai. He has mentioned your name as one of the referees in his application. Draft a letter of recommendation for him.
 - You have been offered the post of assistant manager in Trance Training Corporation, Write a letter accepting the offer.
 - You wish to resign from your current job as you have found a better position at Kwality Computers Pvt. Ltd. Draft a letter of resignation to your current employer.
 - As chief manager of Star Bank, draft a letter of appreciation to the manager of the Mahim branch of the bank for working overtime and maintaining good customer relations during the tough demonetization period.
- Q. 6 (a) Write a paragraph of not more than 150 words on the following topics: **(any one)** 5
- My role model
 - Eco-friendly festivals
- (b) Read the following situation carefully and answer the questions below: 5
- Ms. Mihika Shah is a visiting faculty member at Saraswati Shishu Mandir. The school is run by Udaan - an NGO that believes in imparting quality education to slum children. Ms. Shah is a dedicated teacher but students find it difficult to follow her accent and cannot cope with her speed of teaching. Due to this, she has received negative feedback from students. Ms. Shah is on the verge of opting out of the assignment.
- Identify and explain the barrier in the given situation. 03
 - Discuss means to overcome this barrier. 02
