



Time: 3 hrs.

Marks: 100

- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q. 1 (A) Explain the following terms in two-three sentences (Any Five) (10)

- (1) Encoding
- (2) Facial expressions
- (3) Computer
- (4) Grapevine Channel
- (5) Appreciative Listening
- (6) Moodle
- (7) Cross-cultural barriers
- (8) Business Etiquette

(B) Match the following: (05)

| A | B |
|-----------------------|--|
| 1. Communis | a) No permanent record, lacks legal status |
| 2. Oral Communication | b) Pretended listening |
| 3. Fake Listening | c) Latin term for 'Communication' |
| 4. Blog | d) Obstacle, disturbance, hindrance |
| 5. Barrier | e) Shortened form of weblog |

(C) Fill in the blanks with the correct option (05)

- (1) _____ is a two-way process.
 a) Kinesics b) Communication c) Encoding d) Community
- (2) Listening is a/ an _____ effort by the receiver to understand a message.
 a) unconscious b) conscious c) passive d) unnecessary
- (3) Barriers due to closed mind, lack of concentration or interest are called _____.
 a) psychological barriers b) physical barriers
 c) cross-cultural barriers d) language barriers
- (4) Signs, symbols and signals are instances of _____ communication.
 a) non-verbal b) oral c) written d) verbal
- (5) _____ is an example of social media.
 a) Twitter b) e-mail c) PPT d) SMS

Q.2 Write short notes (Any Four) (20)

- (1) Process of Communication
- (2) Internet



(16)

- (3) Advantages of Oral Communication
- (4) Appearance
- (5) Diagonal channel of communication
- (6) Social media

Q.3 Answer the following (Any Two)

(20)

(1) What are physical barriers to communication? Explain in detail with suitable examples.

(2) Write a note on tips and measures that can be taken to improve listening skills.

(3) Write a note on Computer Ethics.

Q.4 Draft an Application letter and Resume in response to the following advertisement: (10)

“Wanted a Marketing Manager with excellent communication skills and at least three years of experience. The applicant must be an MBA with good academic record. Apply with Resume and full details to Post Box No. 1625, The Times of India Building, Mumbai- 400 021.”

Q.5 Draft the following letters (Any Four)

(20)

(1) You are interested in taking admission for Computer Engineering in Columbia University, USA. Draft a Statement of Purpose for the same.

(2) You have been selected for the post of HR Manager in Tufts Fabricators, Mumbai. Write the job acceptance letter for the same.

(3) Anandi is shifting to Pune with her family in three months. She wishes to resign from her services as Marketing Manager at Drishti Consultants. Draft her letter of resignation for the same.

(4) Draft a letter to the Director of your company requesting him to issue to you a Letter of Recommendation which you need to submit in the new company you are going to join.

(5) Vinesh Ojha from the Sales Department of Triveni Consultants has achieved the company's sales target. As the Director of the company, write a Letter of Appreciation to him.

Q.6 (A) Write a paragraph of about 150 words on any one of the following topics: (05)

(i) The impact of COVID-19

(ii) My ambition in life

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

Suresh, senior manager in the Accounts Department of a firm, was finding it difficult to communicate efficiently with juniors in his team. He felt that the juniors were avoiding discussing office matters with him and did not approach him for solutions to problems. He was friendly and warm with them from the beginning, but still they hesitated to approach him. Suresh tried to talk to them and get them to share the reasons, but they did not respond. He realised that he had to change his strategy to solve the problem. So, he started sending simple, humorous and interactive text messages to the team in the group. He also told them that he was quite like them, and enjoyed the same hobbies as they did, such as playing cricket. During a cricket match, he set up a giant screen in the office and offered the employees to stay back and watch the match together. Soon, the atmosphere relaxed. The juniors warmed up to him and started opening up. Suresh was happy to see the positive change, and felt positive that he'll be able to work with his juniors closely.

1. Identify the barrier to communication in the situation above and explain the nature of problem in the beginning. **(03)**

2. Is the change of strategy by Suresh a successful solution for the long run? Explain. **(02)**

---X---