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) Jargon

   (3) Twitter

   (4) Business Etiquette

   (5) Pretended Listening

   (6) Ethics

   (7) Closed mind

   (8) Upward Channel of Communication

(B) Match the following: (05)

A	B
1. Decoding	a) Latin origin term for communication
2. Noise and faulty instruments	b) Weblog
3. Blog	c) Humane aspect of business
4. Corporate Social Responsibility	d) Physical barriers to communication
5. Communicare	e) Interpreting the message

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

(1) _____ is a two-way process.

     a) Communication   b) Encoding   c) Community   d) Decoding

(2) _____ communication refers to communication between people at the same level in an organisation.

     a) Grapevine   b) Horizontal   c) Upward   d)Vertical

(3) Jargon is an instance of _____ barriers.

     a) physical   b) psychological   c) language   d) cultural

(4) When a message is sent using gestures or signs, it is _____ communication.

    a) oral   b) verbal   c) non-verbal   d) written

(5) _____ gives legal validity to a letter.

    a) Subject line   b) Signature   c) Enclosure   d) Date

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

    (1) Communication

    (2) Facebook

    (3) Internet

    (4) Silence as a means of non-verbal communication

    (5) Diagonal channel of communication

    (6) Advantages of oral communication

Q.3   **Answer the following (Any Two)**   **(20)**

    (1) Write a note on Media Ethics.

    (2) What are the physical barriers to communication? Elaborate in detail with suitable examples.

    (3) Elaborate on tips and measures that can be taken to improve listening skills.

Q.4   Draft a reply in response to the following advertisement: **(10)**

"Required an Accounts Manager with excellent communication skills and at least five years of experience. The applicant must be a post-graduate with good academic record. Apply with Resume and full details to Post Box No. 8731, The Times of India Building, Mumbai- 400 021."

Q.5   Draft the following letters (Any Four)   **(20)**

    (1) You wish to enrol for Chemical Engineering in Rochester University, USA. Draft a Statement of Purpose.

    (2) You have been selected for the post of HR Executive in Naman Enterprises. Write the job acceptance letter for the same.

    (3) Vedika has decided to shift to Bengaluru from Mumbai for better job opportunities. She wishes to resign from her services as a Marketing Executive at Orbit Infotech. Draft her resignation letter.

(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 organisation you are going to join.

(5) Akhilesh Vyas of the Sales Department has performed excellently and met the company's sales target. As the Manager of the company, write a Letter of Appreciation to her.

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

    (i) My favourite sportsperson

    (ii) Importance of discipline in life

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

Mahesh, Senior Manager at Amina Consultants, felt that the juniors in his team were not following his instructions right from the beginning. They did not respond to his e-mails and Skype messages, which he believed were the best modes of written communication. Every morning, Mahesh would also conduct a small meeting in which he would allot the day's work to all the team members. He noticed that the work he assigned in these meetings was done in a better way, and the team members also responded well to instructions.

Mahesh decided to go deep into the root of the situation. He called his supervisor to discuss the issue. The supervisor said that since Mahesh used e-mails and Skype, his juniors were unable to understand his messages, which were in English. However, in the meetings, he spoke mostly in Hindi, so his team members were more positive and comfortable. The supervisor told Mahesh that most of the employees were not fluent in English, hence they did not feel comfortable with   e-mail communication.

Mahesh identified the reason behind the gap in communication. He understood that the issue in communication was due to the use of English language by him. He decided to repeat his e-mail messages in the morning meetings in Hindi and be more friendly towards them. Very soon, he saw that things improved, and he also developed a warm relation with his team.

1. Identify the barrier to communication in the situation above and elaborate on the nature of the problem. (02)

2. Describe the role of the supervisor in resolving the problem. (03)

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