

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal options.
2. The figures to the right indicate full marks.
3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)

- (1) Horizontal Communication is also known as _____.
(a) Professional Communication (b) Segment Communication
(c) Lateral Communication (d) Grapevine Communication
- (2) _____ requires the conscious involvement of the listener.
(a) Listening (b) Hearing
(c) Speaking (d) Laughing
- (3) The English words 'sign' and 'signal' are derived from the Latin word _____.
(a) signum (b) signulam
(c) signage (d) singular
- (4) All successful writers of business letters adopt the _____ in their letters.
(a) 'Me' attitude (b) 'I' attitude
(c) 'They' attitude (d) 'You' attitude
- (5) _____ is the basic, prime, and overseeing Objective of Communication.
(a) Order (b) Education
(c) Information (d) Motivation
- (6) _____ is one of the C's of Communication.
(a) Calculative (b) Courtesy
(c) Confidence (d) Colourful
- (7) Gestures are an example of _____ communication.
(a) non-verbal (b) written
(c) verbal (d) non-personal
- (8) Open Door Policy is an example of _____ Communication.
(a) Grapevine (b) Cross-wise
(c) Upward Vertical (d) External
- (9) Matter written on the envelope is known as _____.
(a) Salutation (b) Superscription
(c) Subscription (d) Complimentary Close
- (10) An enclosure is a/an _____.
(a) attachment (b) subject line
(c) date line (d) reply line

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) CSR stands for Corporate Social Responsibility.
- (2) Up-stream Communication is another name for Upgrade Vertical Communication.
- (3) Silence is an effective method of communication.
- (4) MBWA stands for Management by Winning Around.
- (5) Body language is also known as Kinesics.
- (6) Abraham Lincoln proposed the Hierarchy of Human Needs Pyramid.
- (7) Cc stands for Copy Closed.
- (8) Memorandums are commonly known as Memoirs.

- (9) A Solicited Letter of Application is written in response to an advertisement.
 (10) Grapevine is an informal, secondary channel of communication.

- Q.2 (a) Discuss 'Order & Instruction' as an objective of communication. (07)
 (b) List and explain the advantages and disadvantages of the Internet and E-mail. (08)
- OR
- Q.2 (p) Distinguish between Listening and Hearing. Discuss the rules for effective listening. (07)
 (q) Discuss the advantages and disadvantages of Written Communication. (08)
- Q.3 (a) Explain in detail Vertical Communication. (15)
- OR
- Q.3 (p) Explain in detail the 7 C's of Communication. (15)
- Q.4 (a) Draft a Letter of Application with Curriculum Vitae for the post of Senior Human Resource Manager at Reliable Retail International. Use Complete Block layout. (10)
 (b) You have received an offer for the position of Marketing Manager at Sunshine Media Pvt. Ltd. Write a Job Acceptance Letter. Use Modified Block layout. (05)
- OR
- Q.4 (p) Draft a Letter of Application with CV in reply to the following advertisement: (10)
 'Wanted a Senior Assistant Manager for Growth Matters Pvt. Ltd., Mumbai. Graduate with good communication skills and with a minimum experience of five years would be preferred'. Use Semi Block layout.
 (q) Mr. Rao has decided to resign from his position of Senior Accountant with Vinay Chartered Accountants Pvt. Ltd. to seek a better position in a Multinational Company. Write a Letter of Resignation on his behalf. Use Modified Block layout. (05)
- Q.5 Write short notes on (Attempt any 3) (15)
- (1) Handling Negatives Positively
 - (2) Requisites for Effective Oral Communication
 - (3) Communication and Perception
 - (4) Business Meals Etiquette
 - (5) Surrogate Advertising

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