

Date : 22.11.2019

Time : (3 Hours)

Total Marks: 100

- N.B. (1) All questions are compulsory.
 (2) Figures to the right indicate marks for respective sub questions.

Q.1) A] **Choose correct alternative in each of the following.** (05)

- (i) Communication in order to take place requires two persons -----
 (a) Stranger & Enemy (b) Encoding & Decoding
 (c) Sender & Receiver (d) All the above
- (ii) Email is an ----- correspondence system.
 (a) Online (b) Both a and b
 (c) Offline (d) None of them
- (iii) Listening is a ----- effort by the receiver to perceive and understand the message.
 (a) Universal (c) Conscious
 (b) Passive (d) purposeful
- (iv) Vertical Communication is ----- communication.
 (a) One Way (c) Four Ways
 (b) Two Ways (d) circular
- (v) ----- has only 140 characters.
 (a) WhatsApp (c) Facebook
 (b) Twitter (d) Instagram

B] **Answer in One Sentence** (05)

- (i) Which are the various obstacles to listening?
 (ii) What is E-Commerce?
 (iii) What is the full form of acronym MOODLE?
 (iv) What is inside address?
 (v) Which are the various types of non-verbal communication?

C] **Fill in the blanks** (05)

- (i) The sender of the message is called -----.
 (ii) Moodle is an ----- tool.
 (iii) ----- is a good method for communicating to illiterate masses.
 (iv) Technical words are called -----
 (V) Psychological barriers are also called the barriers of the -----.

D] **Match the following:** (05)

- | A | B |
|--|--|
| i) Cross-cultural Barrier | (a) Body Language |
| ii) Fake Listening | (b) Distracted Listening |
| iii) Kinesics | (c) Practice of posting small piece of digital content |
| iv) Effective communication takes place when | (d) Concept of Time |
| v) Microblogging | (e) There is an understanding response. |

Q.2) Write Short Notes on **any FOUR** of the following: (20)

- (i) CSR
 (ii) Five Components essential for Communication Process
 (iii) Parts of Formal Letter Writing
 (iv) Internet
 (v) Moodle

- Q.3) Attempt **any TWO** of the following. (20)
- (i) Explain the various formal channels of communication.
 - (ii) Explain non –verbal communication with various methods of non-verbal communication.
 - (iii) Describe the Shannon –Weaver Linear Model of Communication.
- Q.4) Write an application along with resume in response to the following advertisement: (10)
- “Wanted an accountant for ABC Pvt. Ltd .Candidate with dynamic personality and sound knowledge of Tally, Financial Accounting & Taxation will be preferred. Command over English is a must.”
- Interested candidates must apply to the following address within 7 days. Director of Administration, Cummings & Welbane Inc.430 Campus Point Drive, Kolkata.
- Q.5) Draft any **FOUR** of the following letters: (20)
- (i) You are applying for admission to an Advanced Management Course in a reputed university. Draft a composition of about 300 words stating your objective of seeking the admission and prepare your SOP.
 - (ii) You have been selected for the post of Junior Accountant by Rajan & Sons Ltd. Write to them accepting the offer.
 - (iii) Mr. Neel Desai has decided to resign from his post of Marketing Manager at Speed Motors Ltd. In order to seek a better job. Write his letter of resignation.
 - (iv) Write a letter of recommendation for your Secretary who has given your name as referee in her application for the post of Assistant Manager at Grand Hotels, Juhu.
 - (v) Your newly recruited employee has proved his marketing skill by showing an increase of 20% profit for your marketing company. Draft a letter of appreciation for the employee.
- Q.6) A] **Write a paragraph not exceeding 150 words on any ONE of the following:** (05)
- i) Eco –friendly Ganesh Festival
 - ii) Low attendance in the classroom
- B] **Read the following case study and answer the questions in 01 or 02 sentences.** (05)
- The sales manager of the company was upset as he was expecting a promotion in the same year when someone else was promoted. He was depressed and demotivated to do the work with same vigour and enthusiasm. Almost at the same time, his team mate reminded of the monthly meet of his team as the team members were waiting for the manager for more than an hour. The manager reluctantly went for the meeting and made an announcement that doubled the targets for his team mates (that were seemingly unachievable) and left the meeting room even without listening to anyone.
- 1.What was the reaction of the sales manager when he knew he was not considered for promotion.?
 - 2.Identify the barrier?
 - 3.How do you overcome the barrier identified?
 - 4.Do you think the sales manager was right in his behaviour? Why? Why not?
 - 5.Write a similar situation which you would have experienced and how you overcame the situation.