

Date: 22.11.2019

Time : (2½ Hours)

Total Marks: 75

- N.B. (1) All questions are compulsory.
(2) Figures to the right indicate marks for respective sub questions.
(4) Symbols used have their usual meaning

Q.1 A Choose correct alternative in each of the following. (Any 8) (8)

- (i) Communis means _____
(a) A communist (b) To make common
(c) Miscommunication (d) Keep discrete
- (ii) Complaint and suggestion boxes are example of _____ communication.
(a) Upward (b) Downward
(c) Horizontal (d) Grapevine
- (iii) _____ can be used for filing and referencing.
(a) Head address (b) Inside address
(c) Salutation (d) Dateline
- (iv) _____ is a programme which disrupts the normal functioning of computer system.
(a) Anti-virus (b) Virus
(c) Moisture (d) None of above
- (v) Gestures and facial expression reinforce _____.
(a) Oral communication (b) Written communication
(c) Non-verbal communication (d) Kinesics
- (vi) Hearing is a _____ act.
(a) Involuntary (b) Voluntary
(c) Conscious (d) Willful
- (vii) _____ is an exclusive right granted by sovereign state for an invention.
(a) Patent (b) Copyright
(c) Surrogate (d) Creative right
- (viii) The salutation and _____ correspond with each other.
(a) Head address (b) Inside address
(c) Paragraph (d) Complimentary close
- (ix) _____ Barriers occur because people see things differently.
(a) Physical (b) Psychological
(c) Semantic (d) Cross-cultural
- (x) Developed countries often dump their _____ in developing countries.
(a) Human resource (b) Minerals
(c) Raw material (d) e-waste

B State whether the following statements are True or False (Any 7) (7)

- (i) Hierarchy means grading according to status or position in an organization.
(ii) Expressing appreciation for good work raises morale.
(iii) The sender and the decoder may be two different persons.
(iv) A sign and signals are same .
(v) Sending fax message is equivalent to sending a photo copy.
(vi) In face of high competition it is difficult to maintain high degree of ethics .

- (vii) The tone of email message is very informal and emotional.
- (viii) Window envelopes should not be used for confidential letters.
- (ix) Formal communication is time consuming and expensive.
- (x) Over arousal listening , the listener is aware of a clear specific purpose of listening and he/she is motivated to listen
- Q.2 (A) How to achieve effective communication? (8)
- (B) What are the importance of communication ion business? (7)
- OR**
- (P) Write briefly horizontal communication. (8)
- (Q) What is upward communication? Explain advantages and disadvantages. (7)
- Q.3 (A) Explain physical barriers and psychological barriers. (8)
- (B) How can one overcome communication barriers? (7)
- OR**
- (P) Explain cultural barriers and language barriers. (8)
- (Q) What are the types of listening? (7)
- Q.4 (A) Explain the parts of letter. Also draw layout of letter. (8)
- (B) Write letter for applying job as Jr. Clerk to Branch Manager, HDFC Bank, Kolhapur branch with Full Block Form. (7)
- OR**
- (P) Write complaint letter for not proper electricity supply in ward 'B' to Sr. Engineer, MSEB with the Indented form. (8)
- (Q) Write letter for applying job as Brand Manager to HR Manager, Parle, Mumbai branch with semi block Form, also attach resume along with letter. (7)
- Q.5 (A) Attempt **any three** from the following (15)
- (1) India soon to overtake china in terms of economy.
- (2) Water disaster in Kolhapur, Sangli district.
- (3) The CGPA system in Indian universities.
- (4) Examinations are a necessary evil.