

N.B : 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A) Explain the following terms in 2-3 sentences : ( Any Five )

10

- 1) Encoding
- 2) Persuasion
- 3) Horizontal
- 4) Netiquette
- 5) Business Ethics
- 6) Moodle
- 7) Listening
- 8) Verbal Communication

B) Match the following :

05

- |                           |  |
|---------------------------|--|
| 1) Electronic Media       | a) Demands obedience                   |
| 2) Downward Channel       | b) Talking without connection of ideas |
| 3) Proxemics              | c) Listening with eyes closed          |
| 4) Rambling               | d) Study of space in communication     |
| 5) Intellectual Listening | e) E – mail                            |

C) Fill in the blanks with the correct alternative :

05

1. Sender needs a \_\_\_\_\_ to send out a message  
a) Feedback   b) Vehicle   c) Medium   d) Fee
2. Informal communication consists of \_\_\_\_\_ communication  
a) Horizontal   b) Vertical   c) Grapevine   d) Diagonal
3. Silence speaks louder than \_\_\_\_\_  
a) Radio   b) Television   c) Words   d) Fax
4. Ego block is created due to \_\_\_\_\_ barriers  
a) Physical   b) Psychological   c) Cultural   d) Language
5. Listening is a \_\_\_\_\_ efforts by the receiver  
a) Conscious   b) Universal   c) Unconscious   d) Passive

Q.2 Write a short notes : ( Any Four )

20

1. Importance of Feedback
2. Non – Verbal Communication
3. Vertical Communication
4. Social Media as a Means of Communication
5. Raising Morale
6. Written Communication: Advantages

XYGABG

**Q.3 Attempt the following Questions ( Any Two )** 20

1. Define Listening with the importance of effective Listening
2. Write a detailed note on Business Ethics and Media
3. What are Barriers to Communication? Explain in detail Physical Barriers?

**Q.4 Draft the following letters ( Any Four )** 20

1. Mayur Dev has been offered the post of General Manager in Darshit Pvt. Ltd. Write a letter of Acceptance on his behalf.
2. You are applying for admission to a MBA programme in Cambridge University. Draft your Statement of Purpose.
3. Draft a Recommendation Letter for your Assistant Manager who has given your name As a Referee in his application for the post of Manager in Shukla Ltd.
4. Draft a Resignation Letter for Prashant Verma, from the post of Salesman, who has changed his residence from Thane to Aurangabad.
5. Mr. Mahesh Patil contributed lot to increase the sell of your product. Write a letter of Appreciation for him.

**Q.5 A) Write an Application letter in response to the following advertisement :** 10

Wanted graduates with at least 3 years experience for the post of Deputy Manager.  
Apply with a detailed Resume to The Director, Debonair Cosmetic Pvt. Ltd., Andheri  
Mumbai.

**B) Read the following situation carefully and answer the question given below :**

Mohan was never known to have made a mistake in his accounts and was well known  
For his clear head for mathematical work. His manager was, therefore, puzzled when  
He was told that Dharmadas just could not work with the new calculating machine with  
Which he was required to work. The manager tries to find out the reason, by communi-  
cating with junior, why he could not handle the machine and resented to change and did  
not like the idea of calculating with machine's help.

- 1) The manager tries to find out reasons. Name and explain the Channel of Communication. 01
- 2) Which was the barrier that resented Dharmadas to change ? 02
- 3) Why according to you The Manager was trying to find out reasons? 02

**C) Write a paragraph of not more than 150 words on the following topics (Any One) 05**

1. My Favourite Sportsperson
2. Corruption in India