

SYBA Sem III Regular

29/10/18

2-30-5.30

pages - 5

LIBRARY

10

[Time: Three Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all questions.
 2. For any clarification refer to the English section.

Q.1 A) Explain the following terms in 2-3 sentences: (Any Five) 10

1. Grapevine
2. Decoding
3. Facebook
4. Business Etiquette
5. Internal Motivation
6. Dress & Grooming
7. Marginal Listening
8. Jargon

B) Match the following: 05

- | | |
|--------------------------|--|
| 1) Communication | a) Trading |
| 2) Psychological Barrier | b) Immediate Feedback |
| 3) Whats App | c) Two-way Process |
| 4) Oral Communication | d) Allness & Closed Mind |
| 5) E-Commerce | e) Application especially for Smart phones |

C) Fill in the blanks with the correct alternative: 05

1. is an example of Non-Verbal Communication
a) Television b) Body Language c) Singing d) Teleconferencing
2. is a Physical Barrier to communication
a) Listening b) Closed Mind c) Time & Distance d) Resistance to Change
3. Suggestion Schemes encourage..... Communication.
a) Upward b) Downward c) Horizontal d) Diagonal
4. is the response given by the receiver to the sender's message.
a) Encoding b) Decoding c) Feedback d) Medium
5. Gives legal validity to a letter.
a) Subject Line b) Signature c) Confidential Notation d) Enclosure Block

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

1. Advantages & Disadvantages of Oral Communication.
2. Downward Communication.
3. The Process of Communication.
4. Education and Training as an Objective of Communication.
5. Blogs as Means of Communication.
6. Communication by Silence.

Q.3 Attempt any two of the following: 20

1. What is Corporate Social Responsibility? How is it relevant in the business world today?
2. What are Barriers to Communication? Explain in detail Language Barriers to Communication?
3. Differentiate between Hearing & Listening. How does one cultivate effective listening skills?

Q.4 Draft **any four** of the following letters: **20**

1. Ms. Shalini Verma has been offered the job of a Purchase Assistant with General Electronics, Mumbai. Draft a Letter of Job Acceptance on her behalf.
2. You are applying for admission to a Management programme in Melbourne University. Draft your Statement of Purpose.
3. Draft a Recommendation Letter for your Administrative Assistant who has given your name as a referee in his application for the post of Administrative Manager in another company.
4. Ms. Meena has changed her residence from Mumbai to Pune. She has secured the post of Accounts Manager at Vikram International in Pune. Draft her Letter of Resignation from the post of Accounts Officer at Ganesh & Co. Mumbai.
5. Mr. Kumar of your Sales department has worked hard and has proved his skills in sales by contributing towards the increase in the profit of your Company. Write a Letter of Appreciation for him.

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

Wanted experienced Computer Engineers for a reputed company in South Mumbai. Applicants should be graduates with at least 2 years experience. Apply with a detailed Resume to Box No. 148, The Times of India, Mumbai 400001.

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

Mrs. Shukla was a highly respected senior employee of Hindustan Chemicals Ltd. She had started in the organization as an Office Assistant and gradually rose to become the HR Manager. Ravi Chandran with high qualification from a foreign University had recently joined the Organization. His ideas were bright, but impractical. He also had a superiority complex that resulted in frequent clashes with his colleagues.

Though Mrs. Shukla was fair in her administration, on one occasion she granted Mrs. Singh leave and refused to grant Ravi Chandran leave. An angry Ravi stormed into Mrs. Shukla's cabin when she was in the middle of a meeting with other senior officers. He demanded an explanation for her partiality. Mrs. Shukla remained calm and just told him to meet her on the following day. Ravi Chandran did not meet her on the following day as he was busy with his work. He was issued a Letter of Termination a week later.

- 1) Mrs Shukla was in a meeting. Name and explain the channel of communication. **01**
- 2) Which was the barrier that caused Mr Ravi Chandran to have frequent clashes with **02** his co-workers?
- 3) Why according to you was a Letter of Termination issued to Mr Ravi Chandran? **02**

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

- 1) College Life
- 2) A Movie You Have Seen

वेळ : ३ तास

एकूण गुण :- १००

Please check whether you have got the right question paper.

- सूचना: १. सर्व प्रश्न अनिवार्य आहेत.
२. मूळ इंग्रजी प्रश्न प्रमाण मानावेत.

प्र.१ अ. खालील संज्ञा २-३ वाक्यांमध्ये स्पष्ट करा. (कोणतेही पाच)

१०

१. ग्रेपव्हाइन
२. डिकोडिंग
३. फेसबुक
४. व्यावसायिक शिष्टाचार
५. अंतर्प्रवृत्तीकरण
६. वेशभूषा
७. मोजकेच ऐकणे
८. जार्गन

ब. जोड्या लावा.

०५

	अ		ब
१	संज्ञापन	अ	व्यापार
२.	मानसिक अडथळा	ब	तत्काळ प्रतिक्रिया
३.	वॉट्सअप	क	दुहेरी प्रक्रिया
४.	तोंडी संज्ञापन	ड	सर्वपणा आणि बंद मन
५.	ई-कॉमर्स	ई	स्मार्टफोन अप

क. खाली दिलेल्या पैकी योग्य पर्याय निवडून रिक्त जागा भरा .

०५

१. हे अभाषिक संज्ञापनाचे उदाहरण आहे.
अ) दूरचित्रवाणी ब) देहबोली क) गाणे ड) टेलिकॉन्फरन्स
२. हा संज्ञापनातील भौतिक अडथळा आहे.
अ) ऐकणे ब) बंद मन क) वेळ आणि अंतर ड) बदलास विरोध / प्रतिकार
३. सूचना धोरण/ पेटी संज्ञापन वाढीस लावत असते.
अ) उर्ध्वगामी ब) अधोगामी क) क्षितिजसमांतर ड) डायगोनल
४. म्हणजे स्वीकारकाने संदेश प्रेषकास दिलेला प्रतिसाद होय.
अ) एनकोडींग ब) डिकोडिंग क) प्रतिक्रिया ड) माध्यम
५. मुळे पत्रास कायदेशीर वैधता प्राप्त होत असते.
अ) विषय ब) स्वाक्षरी क) गुप्तशब्द ड) सोबतची कागदपत्रे

- प्र.२ टिपा लिहा. (कोणतेही चार) २०
१. तोंडी संज्ञापनाचे गुण दोष
 २. अधोगामी संज्ञापन
 ३. संज्ञापनाची प्रक्रिया
 ४. शिक्षण आणि प्रशिक्षण – संज्ञापनाचे उद्दिष्ट्य
 ५. ब्लॉग-संज्ञापनाचे साधन
 ६. शांततेमधील संज्ञापन
- प्र.३ खालीलपैकी कोणतेही दोन प्रश्न सोडवा. २०
१. कंपनी सामाजिक उत्तर दायित्व म्हणजे काय? आजच्या व्यावसायिक जगात हि संकल्पना कशी सुसंगत आहे ते लिहा.
 २. संज्ञापनात कोणकोणते अडथळे येत असतात? तसेच संज्ञापनातील भाषिक अडथळे स्पष्ट करा.
 ३. श्रवण करणे आणि ऐकणे यामधील फरक स्पष्ट करा. ऐकण्याची कौशल्ये कशी विकसित केली जातात ते लिहा.
- प्र.४ खालीलपैकी कोणत्याही चारवर पत्रलेखन करा. २०
१. जनरल इलेक्ट्रॉनिक्स, मुंबई यांनी शालिनी वर्मा यांना विक्री सहाय्यक या पदावर नियुक्ती देऊ केली आहे. त्यांच्या वतीने नोकरी स्विकारत असल्याचे पत्र तयार करा.
 २. व्यवस्थापन कार्यक्रम शिक्षणासाठी मेलबर्न विद्यापीठाकडे आपण प्रवेशअर्ज करत आहात. याबाबतचे हेतुपत्र तयार करा.
 ३. तुमच्या प्रशासकीय सहाय्यकाने दुसऱ्या कंपनीमध्ये प्रशासकीय व्यवस्थापक पदासाठी अर्ज केला आहे. अर्जामध्ये त्याने तुमचे नाव संदर्भ म्हणून लिहिलेले आहे. याबाबतचे शिफारसपत्र तयार करा.
 ४. मीना या मुंबईहून पुण्यास राहण्यासाठी आलेल्या आहेत. विक्रम इंटरनॅशनल पुणे येथे त्यांची नियुक्ती लेखाकर्म व्यवस्थापक झालेली आहे. म्हणून गणेश आणि कंपनी येथून लेखाकर्म अधिकारी या पदाचा त्या राजीनामा देत आहेत. याबाबतचे राजीनामापत्र तयार करा.
 ५. विक्री विभागातील श्री.कुमार यांनी त्यांची विक्री कौशल्ये वापरून कंपनीच्या नफ्यामध्ये वाढ केलेली आहे. याबाबत त्यांचे कौतुक करणारे पत्र तयार करा.
- प्र.५ अ. खालील जाहिरातीला अनुसरून नोकरीसाठी अर्ज करणारे पत्र तयार करा. १०
- दक्षिण मुंबईस्थित एका नामांकित कंपनीमध्ये अनुभवी संगणक अभियंत्याची आवश्यकता आहे. उमेदवार संबंधित विषयातील पदवीधर व ०२ वर्षे अनुभवी असावा. इच्छुकांनी आपल्या वैयक्तिक माहितीसह – पेटी क्रमांक. १४८, ड टाईम्स ऑफ इंडिया, मुंबई. ४००००१ या पत्त्यावर अर्ज करावेत.

ब. हा प्रश्न इंग्रजीमध्ये सोडविणे.

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क. हा प्रश्न इंग्रजीमध्ये सोडविणे.

05

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

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2. A Movie You Have Seen
