

**Questions should be —
WRITTEN IN LEGIBLE HANDWRITING IN BLACK INK.
SIGNS, SKETCHES OR FIGURES IF ANY BE DRAWN IN NEAT BLACK INK,
so as to avoid mistakes in the printed question papers.**

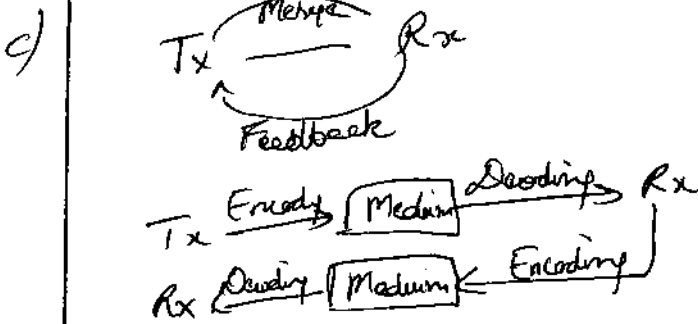
Duration 2 1/2 Hours.

Total Marks assigned to the paper

Q. No.	N.B. :	Marks
<u>I</u>	<p><u>A</u> Fill in the blanks:</p> <ol style="list-style-type: none"> 1) Perception 2) Grapevine 3) Multimedia Messaging Service 4) Web Conferencing 5) Fake Listening 6) Media 7) Curriculum vitae 8) Acceptance 9) Semantics 10) Feedback 	
<u>II</u>	<p><u>B</u> Match the Columns:</p> <p>Ans, 1-H, 2-A, 3-G, 4-F, 5-I, 6-C, 7-J, 8-B, 9-E, 10-D.</p>	
<u>II a)</u>	<p>Keith Davis defines Communication as, "Communication is a process of passing information and understanding from one person to another".</p> <p>The technological revolution - see change in communication - Communication has become borderless - world a single market-place - major transformation - mediums enable instantaneous transmission - internet, email, video conferencing, satellite, enables market, banding, accessing new markets, logistics & supply chain management.</p>	

Q. No.

II b) Oral: - ^{Advantage is} Instantaneous reply, no longevity (temporary), not tenable in a court of law, can create ambiguity or lack of clarity, if language not understood than language barrier; useful for mediums such as Telephony, Skype, etc. ^{face to face,} voice modulation, feeling, etc can be communicated in oral.
 Written: Longevity, permanent, can be recalled therefore no ambiguity, more clarity; valid in a court of law, can be translated into different languages, etc.



d) Language, Semantic, Mechanical, Sociological, Psychological, Bio-Psychological, Cultural.

III a) Application letter & cv to be written
 b) Investigative Report with heading to be written.

IV a) Letter of resignation to be written
 b) Sales Promotion letter to be written
 c) Letter to be written in Full Block Form
 d) Letter to be written.

V a) PS, encl, cc, Delivery Service, TI.
 b. Kinesthetic body language - gesture, posture, eye-contact, --
 c. Peaceful frame of mind, adequate level of listening, understanding, conducive environment, none of the barriers to be present.
 d. Fast, cost-effective, rapid, can be used constructively, non-injurious --
 e. Audience for whom the communication is intended, their needs, age, ability to pay, --