

[Time:3.00 Hrs]		[ Marks:100]
Please check whether you have got the right question paper.		
N.B:	1. All questions are compulsory. 2. Figures to the right indicate full marks. 3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.	

Q.1	QA)	Match the following Columns:	8
		<div> <div>Column A</div> <div>Column B</div> </div> <div>           1. Physiological Barrier (a) Level of authority            2. Encoding (b) Jargon            3. Hierarchy (c) Closed mind            4. Technical Terminology (d) Yours faithfully            5. Face-to-face Communication (e) warning letter            6. Memo (f) Communication between equals            7. Horizontal Communication (g) Verbal and non-verbal Communication            8. Complimentary close (h) Involves use of common symbols         </div>	
	B)	Fill in the blanks with correct words given the bracket: i) The latin word 'Communicare' means _____. (to take, to impart, to import) ii) Communication that flows from subordinates to superior is called _____. (upward, vertical, downward) iii) Messages arise in the mind of the _____. (sender, receiver, listener) iv) _____ means a system of arranging people according to their status. (hierarchy, management, committee) v) Semantic barriers are also called as _____. (physical, language, psychological) vi) _____ communication cannot be trusted fully. (vertical, horizontal, grapevine) vii) Visual communication uses _____ to communicate messages. (pictures, signs, language)	7
Q.2	A)	Explain the advantages and disadvantages of written communication.	8
	B)	Define the term feedback and explain the types of feedback in detail.	7
		<b>OR</b>	
	A)	Explain the advantages and disadvantages of technological advancements in communication.	8
	B)	Define the term Communication and explain the process of communication in detail.	7

Q.3	<p>Answer <b>Any Two</b> of the following :</p> <p>1) What do you mean by business ethics? Explain its relevance to present times.</p> <p>2) Explain the various cross-cultural barriers in detail.</p> <p>3) What are the obstacles to effective listening? How will you overcome them?</p>	15
Q.4	<p>A) Draft an application with resume in reply to the following advertisement:          “Wanted immediately a sales executive who has good experience in selling products from door to door. Apply within ten days to Box No. 490, The Times of India, Mumbai 400 001.”</p> <p>B) Mr. Shyam Varma of Stika Pvt. Ltd., Mumbai working as an Assistant Manager wishes to resign from his post. Draft a letter of resignation on his behalf.</p> <p align="center">OR</p> <p>A) Mr. Pratap Patil has been offered the post of Senior Accountant with Laxmi Productions Pvt. Ltd. Andheri West, Mumbai. Draft a letter of Job Acceptance on his behalf.</p> <p>B) Draft a letter of application with CV for the post of Accounts Manager at Balaji Films Pvt. Ltd., Mumbai.</p>	<p>10</p> <p>5</p> <p>10</p> <p>5</p>
Q.5	<p>Write short notes on <b>Any Three</b> of the following:</p>	15
	<p>a) Information as an objective of Communication</p> <p>b) Physical Barriers to Communication</p> <p>c) Need and importance of Business Ethics</p> <p>d) 7 C's of Communication</p> <p>e) Importance of Business ethics</p> <p>f) Silence</p>	