

[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 style="display: flex; justify-content: space-between;"> <div> Column A 1. Psychological Barrier 2. Message 3. Good listening 4. Technical Terminology 5. Exchange between two individuals 6. Memo 7. Diagonal Communication 8. Salutation </div> <div> Column B (a) Needs mental discipline (b) Jargon (c) Different Perceptions (d) Dear Sir (e) warning letter (f) By passes authority (g) Interpersonal Communication (h) Verbal or non-verbal symbols </div> </div>	
	B)	Fill in the blanks with correct words given in the bracket: i) _____ is the bridge in the communication channel.(message, medium, feedback) ii) Communication that flows from subordinates to superior is called _____.(upward, vertical, downward) iii) _____ stands for electronic mail.(Fax, WhatsApp, E-mail) iv) _____ means a system of arranging people according to their status.(hierarchy, management, committee) v) _____ means to propose or to put forward an idea for consideration.(advice, instruction, direction) vi) The fastest means of communication is _____.(vertical, horizontal, grapevine) vii) Visual communication uses _____ to communicate messages.(pictures, signs, language)	7
Q.2	A)	Explain the advantages and disadvantages of Vertical Communication.	8
	B)	Define the term feedback and explain the importance of feedback in communication.	7
		OR	
	A)	Explain the advantages and disadvantages of written communication.	8
	B)	Define the term Communication and explain the process of communication in detail.	7

Q.3	<p>Answer Any Two of the following :</p> <p>1) Explain how business ethics is important in entertainment media and social media.</p> <p>2) Explain the various Language barriers in detail.</p> <p>3) Explain the advantages and disadvantages of good listening.</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. 620, The Hindustan Times, Mumbai 400 001.”</p> <p>B) Mr. Yash Sagar of Hindustan Pvt. Ltd., New Mumbai working as Manager wishes to resign from his post. Draft a letter of resignation on his behalf.</p> <p style="text-align: center;">OR</p> <p>A) Ms. Payal Patil has been offered the post of Assistant Manager with Balaji Productions Pvt. Ltd. Andheri East , Mumbai. Draft a letter of Job Acceptance letter on her behalf.</p> <p>B) Draft a letter of application with CV for the post of Manager at Balaji Films Pvt. Ltd., Lower Parel, Mumbai.</p>	10 5 10 5
Q.5	<p>Write short notes on Any Three of the following:</p> <p>a) Persuasion as an objective of Communication</p> <p>b) Physical Barriers to Communication</p> <p>c) Importance of Business Ethics</p> <p>d) 7 C's of Communication</p> <p>e) Business ethics and media</p> <p>f) E-communication</p>	15