

[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 style="width: 48%;"> <p style="text-align: center;"><b>Column A</b></p> <ol style="list-style-type: none"> <li>1. Physical Barrier</li> <li>2. Message</li> <li>3. Enclosure</li> <li>4. Technical Terminology</li> <li>5. Address to a large group</li> <li>6. Memo</li> <li>7. Horizontal Communication</li> <li>8. Salutation</li> </ol> </div> <div style="width: 48%;"> <p style="text-align: center;"><b>Column B</b></p> <ol style="list-style-type: none"> <li>(a) Documents attached</li> <li>(b) Jargon</li> <li>(c) Noise</li> <li>(d) Dear Sir</li> <li>(e) warning letter</li> <li>(f) Communication between equals</li> <li>(g) Mass Communication</li> <li>(h) Verbal or non-verbal symbols</li> </ol> </div> </div>	
	B)	Fill in the blanks with correct words given 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) _____ is a message that is sent electronically over a computer network. ( email, fax, teletext ) 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 oral communication.	8
	B) Define the term feedback and explain the importance of feedback in communication.	7
<b>OR</b>		
	A) Explain the advantages and disadvantages of face-to-face communication.	8
	B) Define the term Communication and explain the process of communication in detail.	7
Q.3	Answer <b>Any Two</b> of the following : 1) Explain how business ethics is important in entertainment media and social media. 2) Explain the various physical barriers in detail. 3) What are the obstacles to effective listening? How will you overcome them?	15
Q.4	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. 67890, The Indian Express, Mumbai 01.”	10
	B) Mr. Rajesh Sharma of Reliance Pvt.Ltd., Mumbai working as an Assistant Manager wishes to resign from his post. Draft a letter of resignation on his behalf.	5
	<b>OR</b>	
	A) Ms. Pranali Shah has been offered the post of Senior Accountant with Synergy Productions Pvt. Ltd. Andheri West ,Mumbai. Draft a letter of Job Acceptance letter on her behalf.	10
	B) Draft a letter of application with CV for the post of Manager at Balaji Films Pvt. Ltd., Lower Parel, Mumbai.	5
Q.5	Write short notes on <b>Any Three</b> of the following:	15
	a) Information as an objective of Communication  b) Language Barriers to Communication  c) Importance of Business Ethics  d) 7 C's of Communication  e) Office etiquette  f) Body Language	

--	--	--	--