

[Time:2.30 Hrs]		[Marks:75]
Please check whether you have got the right question paper.		
N.B:	1. All question 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	A	Explain the terms in 02-03 sentences; (Any 4) 1. Psychological Barrier (a) Behavioral characteristics (08) typical of a group of people 2. Charts and Graphs (b) General Agreement 3. Culture (c) Sales Objectives 4. Technical Terminology (d) Jargon 5. Message (e) Dear Sir 6. Consensus (f) Body Language 7. Persuasion (g) Verbal or non verbal symbol 8. Salutation (h) Reward 9. Kinesics (i) Closed mind 10. Positive feedback (j) Visual Communication	(08)
	B	State whether the following statements are True or False: (Any 7) 1. Communication only involves transfer of information. 2. A message and a communication are the same. 3. Grapevine is an informal, secondary channel of communication. 4. Silence is not an effective means of communication. 5. The process of communication begins with a receiver. 6. To motivate is to encourage person. 7. Colours convey many direct and indirect messages. 8. Oral communication has legal value. 9. Sending a Fax message is equivalent to sending a photocopy. 10. High morale boosts workplace performance.	(07)
Q.2	A	Define Communication. Explain in detail the Process of Communication	(08)
	B	Explain the advantages and disadvantages of technological advancements in communication.	(07)
	A	OR Discuss in detail the importance of listening in communication.	

	B	Discuss in detail the importance of feedback in communication.	(08)
			(07)
Q.3	A	Distinguish between Listening and Hearing. List and Explain the common Barrier to Effective listening.	(15)
		OR	
	B	Explain the term Business Ethics with special reference to Personal Integrity at Workplace.	
Q.4	A	Draft a letter of Application with bio-data for the post of a Assistant Manager at Nexgen Pvt. Ltd. Mumbai.	(10)
			(5)
	B	Mst. Yash Sagar has been offered the post of Junior Engineer with rStream Infotech Pvt. Ltd. Mumbai. Draft a letter of Job Acceptance letter on his behalf.	
		OR	
	A	Draft a letter of application with CV with bio-data for the post of a Cashier at ICICI Bank Lower Parel, Mumbai.	(10)
	B	MS.Madhavi Singh wants to resign from her post of manager to seek better career opportunity. Draft a letter of Resignation on her behalf.	(5)
Q.6		Write a short Note on the Following. (Any 3)	(15)
		(a) Importance of English Language	
		(b) Cultural Barriers to communication	
		(c) Corporate Social Responsibility	
		(d) Social Media: A Boon or a Curse?	
		(e) Advantages and disadvantages of Internet	