

N.B.

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1 Write short notes (Any 3)

[15]

- i. Importance of communication in Corporate World.
- ii. Downward channel of Communication
- iii. Raising Morale as an objective
- iv. Use of Body Language in Communication
- v. Video conferencing

Q.2 Answer Any 2 of the following :

[15]

- a. What are the physical barriers to communication ? How can these barriers to overcome ?
- b. Briefly discuss the types of listening.
- c. What do you mean by Social Corporate Responsibility (SCR) ? How can it be fulfilled ?

Q.3 a. Respond to the following advertisement :

[8]

“Wanted a young dynamic marketing personnel (Boys and Girls) for Abhinay Software Company, Pune. Commerce graduates having good communication skills should send an application and resume to post Bag No. 4567, Indian Express Tower, Nariman Point, Mumbai - 21.

b. Attempt Any 2 of the following :

[7]

- i. Miss Lavanya has been offered the post of General Manager at an Automobile Company. Draft her letter of acceptance of job offer.
- ii. Mr. Aditya wants to complete his Ph. D in Commerce from Oxford University, UK. He has completed M.Com from University of Pune. Draft a SOP on his behalf.
- iii. You want to resign from the post of Assistant Manager in your company w.e.f. 12th Oct. 2013 as you have been offered a better job in a MNC of Hyderabad. Write a resignation letter for the present employer.

Q.4 a) Write a paragraph on Any 1 of the following

[5]

- i. Purpose of education
- ii. E-Communication

b) Rearrange the set of sentences below to form a coherent paragraph : [5]

- i. Moreover, it is not given factor in everyone's life.
- ii. Integrity results from self-discipline.
- iii. Such an environment is created by building trust among co-workers.
- iv. So, organizations must work with integrity to create positive work environment.
- v. But it is extremely important for organizations who wish to build.

c) Do as directed.

- i. It is too late to go visiting (Remove 'too')
- ii. The students learned the art of speech. (Change the voice)
- iii. Fill in the blanks with correct preposition.
 - a. He is tired listening to your tantrums.
 - b. She is good playing basket ball.
 - c. Don't apologize your sister's mistake.

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