

NOIOABF

Time: 2 ½ Hrs.

Marks: 75

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1.A.Fill in the blanks:

(05)

1. _____ is the responding to the sender's codified message.
2. _____ is an art of influencing the mind of the listener.
3. _____ is a measure of the success of the message communicated.
4. In _____ listening the listener puts himself in the position of the speaker.
5. _____ means technical language.

Q.1.B.Write short answers:

(10)

1. What is the importance of feedback in communication?
2. How can employees be motivated in an organisation?
3. What is Grapevine channel of communication?
4. What are the disadvantages of written communication?
5. What is the importance of Business communication in the Corporate world?

Q.2.Write short notes on any three

(15)

- a. Two-way process of communication.
- b. Horizontal Communication.
- c. Education and Training as objectives of communication.
- d. Paralanguage.
- e. Communication through Telephone and Fax.

Q.3.Attempt any two from the following :

(15)

- a. How do Psychological barriers affect communication and suggest ways to overcome them.
- b. What is the importance of listening in Business Communication.
- c. Define Corporate Social Responsibility (C.S.R) and explain how it can be fulfilled.

Q.4. A. Draft a reply to the advertisement given below- (07)

“Young energetic fresh graduates required for Sales and Accounts work in our group of companies. Meet in person with application and C.V at Divyajyoti Boards Ltd., Atharva Chambers, 62, S.V Road, Mumbai-5”.

Q.4.B. Attempt any two from the following: (08)

1. You want to do a M.B.A at the College of Business, University of Michigan. Draft a Statement of Purpose. (SOP)

2. You have been offered a post of Senior Manager in Hindustan Software Company, Pune. Write a letter accepting the offer.

3 You wish to resign from the post of Marketing Representative due to personal reasons. Write a letter of resignation to Alpha Company, Nagpur-51

Q.5.A. Write a brief and well organised paragraph on any one of the following: (05)

1. Role of youth in Nation Building.

2. My favourite Newspaper.

Q. 5. B. Edit the following paragraph improving its organisation- (05)

As heavy rain lashed Mumbai city at 11.50 AM, a big banyan Tree in the compound of state Excise department, behind bmc headquarters, fallen on two police vehicles. while the impact damaged the vehicles, the loud thud shocked policemen in and around the office. The cops immediately informed the fire control room and with in minutes, firemen cleared the debris within half an hour. nobody was hurt in the accident.

Q.5.C.i) Fill in the blanks with the correct option: (02)

1. She has hardly made _____ (much / any) progress.

2. _____ (any / each) person present here is on the invitee list.

Q.5.C.ii) Rewrite the sentence using passive voice. (02)

1. The police had traced the kidnapper.

2. The boys played cricket in their leisure time.

Q.5.C. iii) Do as directed: (01)

1. The principle was very angry. (correct the spelling mistake)
