

JKXABJ

200. Comm.
14/10/10

TIME : 2 Hrs.

MARKS : 60

N.B :

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

Q.1 a) Define communication. Discuss the cyclic process of communication. [08]

Q.1 b) Give a detailed note on characteristics of effective communication. [07]

OR

Q.1 c) 'Advice, Counselling and Suggestion Schemes are effective objectives of downward and upward channels of communication, respectively.' Comment. [08]

Q.1 d) Explain how Motivation and Raising Morale act as objectives of business communication. [07]

Q.2 a) What is meant by Verbal Communication ? What are the advantages and disadvantages of Written Communication ? [08]

Q.2 b) Discuss the role of any three forms of Visual Communication. [07]

OR

Q.2 c) Illustrate, with examples, physical barriers to communication. [08]

Q.2 d) Comment on the Linguistic barriers to communication with examples, wherever needed. [07]

Q.3 a) Draft an application letter in response to the following advertisement. [07]

The Indian Banking Association invites applications for the post of Assistant Secretary Candidates must possess good communication skills in English, must be a graduate in Office Management, having minimum of three years experience. Interested candidates should apply to : P. O. Box No. 345, The Times of India, Dr. D. N. Road, Mumbai - 400 001.

Q.3 b) Draft a bio-data for the above application letter. [08]

OR

Q.3 c) Draft a notice and agenda of the Regular Board Meeting of Shanti Garments. Pvt. Ltd., Thane. Also draft the following resolutions :

- 1) Appointment of Branch Auditors.
- 2) Change in the name of the Company. [08]

Q.3 d) A Lecturer of Accountancy Department has helped you complete a project by getting books from the College Library and in giving guidance. Write a letter thanking him. (Use Full Block Form) [07]

Q.4. Write Short Notes on Any Three of the following. [15]

- 1) Silence - a type of non-verbal communication.
- 2) Proxemics.
- 3) Advantages of Telephonic Conversation.
- 4) Telephone - Conventional mode of communication.
- 5) Internet - modern mode of communication.

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