JKXAAV

TIME : 2 hours   SECTION - II   MARKS : 60

Instructions :

1. Questions in Section I are compulsory.
2. Answer any three out of four questions in section II
3. Figures to the right indicate full marks.

SECTION - I

Q. 1 Write Short Notes on any three of the following :   (15)

1. Feedback.

2. Advantages of Telephonic Conversation.

3. Silence.

4. Any two forms of Visual Communication.

5. Kinesics.

Q. 2 Case Study :   ❖❖❖❖   (15)

Shripad Kulkarni, a young man, graduated in Commerce with a second class. He did not know about his future. The problem before him was, 'What next ?' He struggled to get hold of a good employment but nothing worked. He then realized, how he wasted his time when he was in college. Time and tide waits for no one. Now he can only repent.

However, hid immediate neighbour, who retired from a travel agency, advised Shripad to get professionally qualified in a course in travel and tourism from Mumbai University, which will open new avenues as this sector is recording fastest expansion. Shripad enrolled himself for a one year course in travel and tourism conducted by the University of Mumbai.

With a clear objective before him, he worked hard and passed the examination in first class. He appeared for many write-in and walk-in interviews and was lucky to get hold of a good employment in a large tour and travel agency. He realized 'life is an endless struggle.'

Questions :

1. Is the conflict faced by Shripad reflecting the anxiety of today's youth?   (3)

2. Do you think, professional courses are the need of the hour ?   (4)

3. 'Life is an endless struggle.' Comment.   (4)

4. Do you agree with the view that students need to have clear objective before them ?   (4)

SECTION - II

Q. 3 Illustrate, with examples, different forms of Language Barriers ?   (10)

Q. 4 Draft and application with bio-data in response to the following advertisement :   (10)

Shriman Builders, Thane, requires Office Assistant, B. Com., fluent in English, having excellent communication and who can handle MS Office and Accounts effectively. Send your application with a detailed bio-data to The Advertiser, P. O. Box No. 387, The Times of India, Mumbai-400 001.

Q. 5   A Committee has been formed to investigate into the causes of the declining sales of Sharmila Industries, Mumbai. Draft a report on behalf of the Committee making suitablerecommendationsthat will increase the sales.   (10)

Q. 6 Draft a Sales letter promoting the sale of 'A Health Drink.'

     (10)

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