

MN10 AFA

TIME : 2 Hrs.

Marks : 60

Q.1 Explain the concept of communication in detail along with definitions & examples; Also discuss the need & importance of Corporate Communication. (15)

OR

Q.1 Discuss the significance of motivation & information as the key objectives of communication in an organisational setting. (15)

Q.2 Discuss the listening skills as one of the most important sub - skills in communication along with the process of listening, types of listening & practical tips for effective listening. (15)

OR

Q.2 Technology has revolutionized communication both at personal & professional front. Discuss. (15)

Q.3 Wanted a young, dynamic, graduate as Customer Care Executive in a multinational company. Candidate must have an experience in same regard with an excellent communication skills. Fluency in regional languages, along with command over English would be an added asset. Apply with bio - data to P. O. Box 628. Draft a Covering letter along with a resume. (15)

OR

Q.3 You are a regular customer at Shop Rite, Mulund. Recently you experienced poor service & substandard products. Draft a letter of Complaint to the Manager. Also draft a reply letter assuring about quality products & services as the Customer Care Manager of Shop Rite. (15)

Q.4 Write Short notes. (Any 3) (15)

1. Significance of Feedback
2. Need of Counselling
3. Two types of Interviews
4. Drafting Notice & Minutes
5. Uses of Internet

OR

Q.4 Write Short notes on. (Any 3) (15)

1. Language in formal letters
2. Physical barriers to communication
3. Importance of Sales letter
4. Appearance & Posture
5. Types of Audience.