

Time : 2 hrs.

**CODE -EROSION**

Marks :60

- Instructions : 1) All questions carry equal marks.  
2) Attempt any questions from the internal choice available.  
3) Figures to right indicate full marks.

Q.1 Communication is an important "tool" of management. Comment. 15

OR

Q.1 "Vertical Communication is a two-way Communication" Comment. 15

Q.2 What are the elements of the Communication process ? 15

OR

Q.2 Explain the role of dress and appearance in Communication? 15

Q.3 Compare postal services with courier service and state the advantages & disadvantages of both ? 15

OR

Q.3 Write the importance of Effective Communication. 15

Q.4 Write short notes on (any three) : 15

- 1) Emotions as a Barrier.
- 2) Status Barrier.
- 3) Cultural Barrier.
- 4) The closed Minds
- 5) Prejudice

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