

Time : 2 hrs.

- N.B**
- 1) Answer all the questions.
  - 2) Section I + II Compulsory
  - 3) Figures to the right indicate full marks

**SECTION - I**

**Q.1 A) Fill in the blanks :-** **5**

- 1) \_\_\_\_\_ is the study of body movements.
- 2) \_\_\_\_\_ is the final component of the communication cycle.
- 3) \_\_\_\_\_ is the study of space around us.
- 4) The Latin word \_\_\_\_\_ is the source for the word communication.
- 5) Every culture has its own prejudices based on which they form generalisations thereby creating a barrier of \_\_\_\_\_.

**B) State whether True and False :-** **5**

- 1) Written communication has been completely replaced by E-mail.
- 2) The full-block form has no parts written on the left hand side.
- 3) Human communication is a composite of verbal and non-verbal signs and symbols.
- 4) A person with many qualifications and experience need write an application only in letter form.
- 5) Gestures and body language are non-verbal communication.

**C) Define or Explain in brief (any 5)** **5**

- 1) Jargon
- 2) Allness
- 3) Decoding
- 4) Testimonial
- 5) Hierarchy
- 6) Teleconferencing
- 7) Motivation

**Q.2 A)** The principal has received several complaints about the poor service in the college canteen. As the general secretary form a study and give suggestions to improve the solutions. Draft a individual report on the services provided by the canteen along with the problem areas that need to be improved on. **8**

**B)** What are the obligatory parts of a letter ? Explain their relevance to a letter and

## SECTION - II

Answer any 3 from the questions given below; Support your answer with pictorial representation wherever necessary :

- Q.3** What cause poor listening ? Draw the flowcharts to represent. Types, Barrier, process and effective listening. **10**
- Q.4** Why are interviews held in a business organisation and discuss the various types of interview through flow chart depiction only ? **10**
- Q.5** How are promotional material important to an organisation ?  
What are the characteristics of a good speech ? **10**
- Q.6** Write short notes on any 5 of the following :- **10**
- 1) Physical and Psychological barrier
  - 2) Postal mail and E-mail
  - 3) Silence speaks
  - 4) Fax - Xerox
  - 5) Language and Cultural Barrier
  - 6) Oral - Written communication
  - 7) Proxemics - Kinesics
  - 8) Layout of letter
  - 9) Note making - Book reviews
  - 10) Grapevine

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