Time: 2.30 Hrs   **Marks: 75**

Instructions: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1.A) Fill in the blanks.   (05)

1. The word communication is derived from the Latin word _____.

2. _____ is an art of influencing the mind of the listener.

3. Body language is an example of _____ communication.

4. Listening is said to be a _____.

5. The full form of e-mail is _____.

Q.1.B) State whether True or False.   (05)

1. Oral communication is less expensive.

2. Communication is a two-way process.

3. Telephonic communication has legal validity.

4. SMS communication is very costly.

5. Language acts as barrier to communication.

Q.1.C) Define in one sentence.   (05)

1. Business communication

2. Motivation

3. e-banking

4. Written communication

5. Encoding

Q.2) Write short notes on Any Three.   (15)

1. Horizontal communication

2. Business etiquettes

3. Disadvantages of communication by Fax

4. Facial expressions

5. Information as an objective of communication

Q.3) Answer any Two of the following. (15)

1. What is the relevance of feedback in the process of communication?

2. Write on the advantages and disadvantages of internet.

3. What are the main barriers to communication?

Q.4.A) Goodluck Software Company, Kolkata is looking for an experienced computer programmer. Apply with a detailed bio-data to Box No 4917, The Times of India,Mumbai-07.

(07)

Q.4B) Write any Two of the following. (08)

1. You want to pursue M.Sc in Chemistry from Delhi University. Draft a Statement of Purpose (SoP) for the admissions process.

2. Aadesh Kapur has been offered the post of a Sales Manager in New India Electronics, India Ltd., Pune. Write a letter of acceptance.

3. Draft a letter of resignation from the post of Office Assistant at Kaivalya Pharmacy Ltd., Mumbai as you have been offered a better job in an organization in Pune.

Q.5.A) Write a paragraph on any One of the following. (05)

1. Advertising on TV

2. Effective communication

Q.5.B) Edit the following passage for better organization. (05)

On one evening I want to go to the market to purchased few books. I went down from my building to get either a bus or an auto. I wait for some times but bus had not came. I saw after some time few police is coming to me. So I asked them why public transport not available. I was told by them that the city had called for band to protested against petrol hike. I later remember having read in newspaper about band. I therefore canceled my plan to go market and instead went to nearby internet café to ordering my competitive study books via online. I cursed public for such useless call for band for commuters and others suffer terribly.

Q.5.C) Fill in the blanks with correct prepositions. (05)

1. They will come to your house _____ Monday.

2. I am looking _____ my parents.

3. Meena is worried _____ her future course of action.

4. Leave a margin _____ both the side _____ a page.

PQ10ABB

प्र. १ अ) रिकाम्या जागा भरा. (०५)

१) संज्ञापन हा शब्द _____ या लॅटीन शब्दापासून घेतला आहे.

२) _____ म्हणजे श्रोत्याला प्रभावी करण्याची एक कला आहे.

३) देहबोली _____ या संज्ञापनाचे उदाहरण आहे.

४) श्रवण एक _____ आहे.

५) E-mail चे पूर्ण रूप _____ आहे.

प्र. १ ब) चूक की बरोबर ते लिहा (०५)

१) तोंडी संज्ञापन कमी खर्चिक आहे.

२) संज्ञापन दूहेरी प्रक्रिया आहे .

३) दूरभाष संज्ञापनास कायदेशीय महत्त्व नसते.

४) sms संज्ञापन फार महाग असते.

५) भाषा संज्ञापनाचा अडसर असते.

प्र. १ क) एका वाक्यात उत्तरे लिहा. (कोणत्याही दोन) (०५)

१) व्यावसायिक संज्ञापन .

२) प्रेरणा

३) e-बॅंकिंग.

४) लेखी संज्ञापन.

५) एनकोडींग

प्र. २ अ) थोडक्यात उत्तरे लिहा. (कोणत्याही दोन) (१५)

१) क्षितिजसमांतर संज्ञापन

२) व्यावसायिक शिष्टाचार

३) फॅक्य संज्ञापनाचे तोटे

४) चेह-याचे हावभाव

५) माहिती एक संज्ञापनाचे उद्दिष्टय.

प्र. ३ खालीलपैकी कोणतेही दोन प्रश्न सोडवा. (१५)

१) संज्ञापनाच्या प्रक्रियेत प्रत्युत्तराचे महत्त्व कोणते?

२) इंटरनेटचे फायदे व तोटे लिहा.

३) संज्ञापनाचे प्रमुख अडथळे कोणते?

प्र. ४ अ) गुडलक सॉफ्टवेअर कंपनी, कोलकता या संघटनेला एका कॉम्प्युटर (०७)
प्रोग्रामरची आवश्यकता आहे. त्यासाठी स्वतःच्या माहितीसह Box No. 4917,
टाईम्स ऑफ इंडिया, मुंबई ०७ येथे अर्ज करा.

-----१-----

प्र. ४ ब) खालीलपैकी कोणतेही दोन सोडवा. (०८)

१) तुम्हाला दिल्ली विद्यापीठातून रसायनशास्त्र विषयात MSC करायचे आहे. त्यासाठी उद्देशपत्र तयार करा.

२) आदेशकुमार यांची न्यु इंडिया इलेक्टॉनिक्स इंडिया लिमिटेड, पुणे या संस्थने सेल्स मॅनेजर पदासाठी निवड केली त्यासाठी संमतीपत्रक लिहा.

३) तुम्हाला पुण्यातील एका कंपनीने चांगली नोकरी देवू केली आहे, त्यामूळे तत्कालीन ऑफीस असिस्टन्ट पदाचा राजीनामा कैवल्य फार्मसी लि.मी. मुंबई या कंपनीस सादर करा.

प्र. ५ अ) कोणत्याही एकावर परिच्छेद लिहा. (०५)

१) दूरदर्शनवरील जाहीराती

२) प्रभावी संज्ञापन

प्र. ५ ब) खालिल परिच्छेद संपादित करा. (०५)

On one evening I want to go to the market to purchased few books. I went down from my building to get either a bus or an auto. I wait for some times but bus had not came. I saw after some time few police is coming to me. So I asked them why public transport not available. I was told by them that the city had called for band to protested against petrol hike. I later remember having read in newspaper about band. I therefore canceled my plan to go market and instead went to nearby internet café to ordering my competitive study books via online. I cursed public for such useless call for band for commuters and others suffer terribly.

प्र. ५ क) गाळलेल्या जागी आवश्यक शब्दयोगी अव्यय भरा. (०५)

१. They will come to your house _____ Monday.

२. I am looking _____ my parents.

३. Meena is worried _____ her future course of action.

४. Leave a margin ____ both the side _____ a page.

----- २ -----