

TIME : 2 hrs.

MARKS : 40

NOTE : 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 A) Fill in the blanks.

(4)

- 1) _____ messages have no legal proof.
- 2) The full form of E-mail is _____.
- 3) _____ is a device that transmits speech at a distance through the medium of electric waves.
- 4) On the line of authority when communication takes place from top to the bottom it is called as _____ channel of communication.

B) Re-arrange the sets of sentences below to form a coherent paragraph.

(4)

- 1) Everything to do with movement in your being blood circulation, breathing even the subtle movement of thought inside your head is controlled by vata.
- 2) Being the slippery one, Vata is known to be the main culprit behind the disorders and disease.
- 3) People in whom vata dosha is very strong have qualities of air, they are lightly built, restless, moody, with a low attention span.
- 4) The force that governs motion is called vata.

Q.2 Write Short Note on ANY TWO of the following.

(8)

- 1) Cyle of Communication.
- 2) Advantages of Horizontal Communication.
- 3) Language barriers
- 4) Importance of listening skills

Q.3 A) What is communication ? Comment on the importance of communication in the corporate world.

(6)

OR

B) Discuss the advantages and disadvantages of computer and Internet in modern business communication.

(6)

Q.4 A) Write an application in response to the following advertisement :-

"A reputed textile mill requires salesman / salesgirl, having 2/3 years experience and fluent in English. Apply with bio-data to

P.T.O

Box No. 305, The Times of India, Mumbai.”

B) Mr. Ashish Nehra has been chosen for the post of Jr. Executive, Sales by Tata Motors Company. He conveys his acceptance to the Personnel Manager.

OR

B) Miss. Sania Dixit wants to apply for the fellowship programme in Psychology for Cambridge University. Draft an SoP (Statement of Purpose) for her.

Q.5 Write a paragraph on the following -

“Conservation of Natural Resources”
