

- Note :**
1. All Questions are Compulsory.
 - 2) Figures to the right indicate marks.

Q. 1 A) Fill in the blanks. (4)

- 1) Noise is a _____ barrier to communication.
- 2) CD-ROM is an abbreviation for _____.
- 3) _____ communication is suitable for lengthy messages.
- 4) A device that can transfer copies of documents from one place to another is called _____.

B) Reorganise following sentences to form a coherent paragraph : (4)
(change the order where necessary and provide suitable links to make it easier to understand)

- 1) He distributes the requisite tasks amongst himself and his family members on an ad-hoc basis.
- 2) A typical handloom weaver collects materials and carries out his work according to his own ideas.
- 3) In the pre-industrial era, the craftsman could carry out his work according to 'worker logic'.
- 4) Even today, the handloom and cottage industry functions on 'Worker logic'.

Q. 2 Write short notes on ANY TWO. (8)

- 1) Importance of internet
- 2) Prejudice as a barrier
- 3) Non-verbal communication
- 4) Importance of feedback

Q. 3 A) What is a 'Semantic' barrier to communication ? Explain semantic barriers in detail. (6)

OR

B) Explain the two types of listening. How can one become an effective listener ? (6)

Q. 4 A) Write a job application letter in response to the following advertisement : (8)

'Accounts executives required for a publishing house in Mumbai. Commerce graduates with computer knowledge should apply with full details to-Box No-B48, The Indian Express, Express Towers, Mumbai - 400 004.

B) Mr. Ashok Joshi has been appointed as Assistant Sales Manager at Vidyut Electricals Ltd., Worli, Mumbai. Draft a letter of acceptance. (4)

OR

B) Vishal Roy is applying for a post-graduate program in marketing management at the University of California. Draft an-SOP (Statement of Purpose) for him. (4)