

- N.B. 1) All questions are compulsory.
2) Figures to the right indicate marks.

SECTION - I

- Q.1 A) Fill in the blanks of the following 2
 a) The long form of STD is _____.
 b) The symbol (↓) represents the _____ channel.
 (Vertical, Horizontal, downward)
- Q.2 Expand the following : 2
 a) PC b) BSNL
- Q.3 Correct the following sentences. 2
 a) I told her don't trouble me.
 b) Tendulkar is one of the best Cricketer.
- Q.4 Remove Jargon from the following sentences. 1
 My father will come in the evening at 5 p.m.
- Q.5 Identify the correct spelling and rewrite it . 1
 a) Commission b) Comission
 c) Commition d) Comision

SECTION II

- Q.2 Write Short Notes (any THREE) 12
 a) Feedback
 b) Advantages of Oral Communication
 c) Communication by Telephone
 d) Cross Cultural barrier
 e) Use of Silence in communication.
- Q.3 A) What are the objectives of communication ? 8
OR
- Q.3 B) Write a detailed note on communication by Non- verbal communication. 8
- Q.4 A) What are the advantages and disadvantages of Horizontal channel. 8
OR
- Q.4 B) What is a Physical barrier to communication ? How to overcome them ? 8
- Q.5 A) Write an application letter in response to the following advertisement : 09
 "Wanted a Sales Representative for XYZ Industries Ltd., Thane with experience of door to door sale. Candidate should speak English, Hindi & Marathi fluently. Apply with Bio Data to Box No. 440, The Indian Express, Mumbai 400 005.