

B.C.

CODE : PHOSPHATE

Time : 2 Hrs.

Marks :50

Note :- 1) Attempt all questions
2) Figures to the right indicate marks.

Q.I A) Fill in the blanks. :-

- 1) Disturbance in communication is called _____ . 01
- 2) The process of converting an abstract idea into a message is called _____ . 01
- 3) The two types of application letters are _____ and _____ . 02
- 4) _____ is like a title to the letter. 01

B) Fill in the blanks with appropriate words from those given in the brackets :- 03

- 1) It is _____ turn to make the presentation. (your, you're)
- 2) The _____ of the institution made the announcement. (Principal, Principle)
- 3) The villains finally came to the end of _____ ropes. (there, their)

Q.II Write short notes on any three 12

- 1) Types of listening.
- 2) 'Motivation' as an objective of Communication.
- 3) Fax.
- 4) Internet.
- 5) Grapevine.

Q.III A) Define Communication. Explain briefly the five components of communication. 08

OR

B) What is verbal communication? Compare the advantages and disadvantages of oral and written communication.

Q.IVA) What are 'Barriers to Communication'? Discuss the language barriers and suggest some ways to overcome them. 08

OR

B) Write a detailed note on advantages and disadvantages of upward communication.

Q.VA) Draft a letter of application in response to the following advertisement. 09

"Wanted trainee managers for a reputed firm. Graduates with a qualification in management may apply with bio-data to P.O. Box No. 8875, the Times of India, Mumbai - 400001. [Use modified Block Form]"