

(L)

OP10AFX

FY B1.  
Effective Comm  
3/10/15  
Marks: 75

Time: 2hrs.30 Mins.

Note: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.1 Discuss Persuasion and Advice-Suggestion-Counselling as objectives of communication in an organizational set-up. (15)

OR

Q.1 Explain the concept of Effective communication along with its definitions and meaning Also, elaborate on need and importance of effective business communication. (15)

Q.2 a) Discuss 7Cs of communication. (07)

b) Explain the stages involved in listening. (08)

OR

Q.2 a) Elaborate on disadvantages of written communication. (07)

b) Discuss various types of silences. (08)

Q.3 Draft an **application letter** along with **bio-data** for the post of Customer Care Executive in a leading insurance company of Thane. Consider the requirement of the company that the candidate should be graduate. Also, he should have excellent communication skills and mastery over English, Marathi and Hindi. Previous experience in the field will be an added asset (15)

OR

Q.3 a) Draft a letter of enquiry to Indian Fragrance Company Pvt Ltd., inquiring about various brands of perfumes available with them. You would like to get information as you want to order it in bulk on behalf of your organization. Mention your personal requirement in the letter and ask for their suggestions. (07)

b) Draft a letter of Complaint to People's Co-operative Bank with regard to inefficient service given to you as a customer in their bank. (08)

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Q.4 Describe Physical and Cultural barriers to communication and ways to overcome them. (15)

OR

Q.4 Technology has improved corporate communication. Discuss in detail with examples. (15)

Q.5 Write Short notes (Any 3 out of 5) (15)

Charts, Maps, Graphs,

Skimming & scanning

Agenda & Minutes

Tips on resume writing

Halo & horn effect.

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OR