

M1B1019

Duration: 2 ½ hrs

Marks: 75

Note: 1. All questions are compulsory

2. Figures to the right indicate full marks

Q1 A Match the following (any 8) (08)

	Group A		Group B
1	Message	a	Document attached
2	Physical barrier	b	Jargon
3	Communication between two individuals	c	level of authority
4	Enclosure	d	Introduces the sender to the receiver
5	Salutation	e	Need mental discipline
6	Letter head	f	Interpersonal Communication
7	Hierarchy	g	Verbal or nonverbal symbols
8	Semantic barriers	h	Noise
9	Good listening	i	Related to language
10	Technical terminology	j	Dear Sir

Q1 B State the following true or false (Any 7) (07)

- 1 Grapevine takes time to transmit as it follows the hierarchy in an organization.
- 2 Feedback is the first link in the Communication chain.
- 3 Human Communication is a composite of verbal and nonverbal signs and symbol.
- 4 A team with high morale performs better.
- 5 Nonverbal Communication is more reliable than verbal Communication.
- 6 Expressions are part of written Communication.
- 7 Ethics provides a golden mean in every situation.
- 8 The full block form has no parts written on the left hand side.
- 9 Negative feedback specifies the need for change.
- 10 The encoder is responsible for feedback.

Q2 a Explain and illustrate the process of Communication. (08)

b Explain advantages and disadvantages of downward Communication. (07)

OR

Q2 c Discuss upward Communication and methods commonly used in it. (08)

d List and Explain Impact of technological advancement on Communication. (07)

Q3 a Discuss Cross Cultural barriers to Communication. (08)

b Explain the term business ethics with special reference to personal Integrity at the Workplace. (07)

OR

- c List and Explain Semantic or Language Barriers to Communication and Explain how they can be overcome. (08)
- d Distinguish between listening and hearing. List and Explain the guidelines to develop Listening Skills. (07)

- Q4**
- a Draft a letter of application with curriculum vitae for the post of Sales Manager in Smith and Co. Use complete block layout. (10)
 - b Mr Premchand has been offered the post of secretary with Kelkar & Co. Pvt. Ltd. Whitefield Bengaluru, Draft a letter of acceptance on her behalf. Use the Modified block layout. (05)

OR

- c Draft a letter of Application with Bio data for the post of Senior Clerk with Re-Connect production Pvt. Ltd., Andheri west, Mumbai Use the full block format. (10)
- d Mr. Dayal has been working as a Senior Accounts with Kailash Pvt. Ltd. Since the last seven years and would now like to resign from his post to seek a better career opportunity. Draft a letter of Resignation on his behalf. Use the Semi Block layout (05)

Q5 Short note (any 3) (15)

- 1 Advantages and Disadvantages of Internet
- 2 Parts of Business Letter
- 3 Horizontal Communication
- 4 Surrogate Advertising
- 5 Dumping of Medical and E waste
