

MABBI122BC

Duration: 2 ½ Hrs.

Marks: 75

Note: i) All questions are Compulsory subject to Internal choice.

ii) Figures to the right indicate maximum marks.

Q.1 A. Match the following (Any 8):

8

	Group A		Group B
1	E-mail	a)	Kinesics
2	Reward	b)	Negative feedback
3	Verbal communication	c)	Technology
4	FAX	d)	Announces purpose of the letter
5	Study of gesture	e)	Positive feedback
6	Written communication	f)	Needs mental discipline
7	Confusion	g)	Oral and written communication
8	Subject line	h)	Communication between equals
9	Good listening	i)	Delayed communication
10	Horizontal communication	j)	Facsimile

Q.1 B. State whether the following statements are true or false and rewrite the sentence(Any 7):

7

1. Horizontal communication often leads to ego clashes.
2. An oral warning is a soft warning.
3. Colors cannot convey message.
4. Video conferencing can be done through internet.
5. Listening enables understanding of a message.
6. The receiver and the decoder may be two different persons.
7. Oral communication has legal value.
8. The inside address is a compulsory part of a business letter.
9. The sender is not important in the process of communication.
10. Sound files can be sent by SMS.

Q.2 A. Explain the impact of technological advancement on communication.

7

B. Discuss the mean and any three merits and three demerits of Downward Vertical Communication.

8

OR

A. Explain the characteristics of Verbal communication.

7

B. Discuss any three advantages and three disadvantages of Oral communication.

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Q.3 **A.** Explain any three Physical barriers to Communication. How will you overcome them? 7

B. Briefly discuss the Computer Ethics. 8

OR

C. Explain any three advantages and three disadvantages of the Internet. 7

D. Explain any three non-verbal communication. 8

Q.4 **A.** Draft an Application letter with Curriculum Vitae for the post of a Manager at M/S Shringeri Brothers and Company, Shivaji Nagar. Use the full Block layout. 10

B. Mr. Hiralal has been working as an Accounts Manager with Kalaji Films Pvt. Ltd. For the past five years and would like to resign from his post. Draft his resignation letter. 5

OR

A. Draft an Application letter with Curriculum Vitae for the post of a Sales Executive at Baahubali Enterprises, Mumbai. Use the Full Block layout. 10

B. Ms. Meera Advani has received an Appointment letter for the post of an Accounts Assistant in Shivalay Dispatch Services, Thane. Draft her acceptance letter. 5

Q.5 **Write Short Notes on (Any 3):** 15

1. Cross-cultural barriers
2. Full block layout
3. Mobile etiquette
4. Types of feedback
5. Warning as an objective of communication
