



F.Y.B.A.M.M.C.
SEMESTER II
Effective Communication

3.3.20

TIME: 2 ½ HOURS

MARKS: 75

NOTE: (1) Please check whether you have received right question paper.

(2) All questions are compulsory.

(3) Figures to the right indicate marks.

Q.1 Case study

(15)

speaking in public is as difficult as singing or acting it requires careful rehearsals so that the public speaker appears spontaneous the great speakers of ancient Greece and Rome used to prepare an important speech as painstakingly as a stage artist prepares for a performance after writing it out and rehearsing it over and over again they would deliver it in front of a few trusted friends and critics and repeat it till they knew every syllable and gesture and their speech would appear as a genuine outpouring of real emotion that is why to this day we read and study speeches of great orators like Cicero a single page of his speech contains more concentrated thoughts experiences psychological knowledge and training than many speakers maybe able to command in their entire lifetime

(A) Rewrite the above passage by editing it.

(7)

(B) Summarize the above passage.

(8)

Q.2 Write any two from the following.

Q.2 (A) What is the format of report writing?

(7½)

Q.2 (B) Mention the common methods of adjustment.

(7½)

Q.2 (C) Write slogan for following -

(7½)

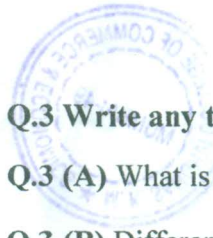
i. Luxurious Ayurvedic Cosmetic Product Range

ii. Indo - Western High End Fusion Sweet Shop

iii. Vegan Café - No Dairy, Only Plant Based Food

Q.2 (D) Draft a Notice and Agenda for a meeting prior to AGM of Advani Group and Associates, BKC, Mumbai.

(7½)



Q.3 Write any two from the following.

Q.3 (A) What is Paraphrase in communication? Answer in detail.

(7½)

Q.3 (B) Differentiate between editing and precise writing.

(7½)

Q.3 (C) Features of RTI Act and its procedure.

(7½)

Q.3 (D) Situations demanding adjustments, explain.

(7½)

Q.4 Write any one from the following.

(15)

Q.4 (A) You had ordered Indian wear from Manyavar. While receiving the package, you realized a mistake in total bill. Write a Letter of Complaint. Use the Modified Block Layout.

(OR)

Q.4 (B) 'Data presented in the graphs, makes it easy to understand', Illustrate.

Q.5 Write short notes on the following. (Any three)

(15)

(A) Body copy

(B) Press release

(C) Cohesion

(D) Jingles

(E) E – mail Etiquette
