

Note: Answer all the questions

Figures to the right indicate full marks

1. A Explain the following terms in 2-3 sentences: ( any Five) 10
- i. Paralanguage
  - ii. Proxemics
  - iii. Grapevine communication
  - iv. Verbal Communication
  - v. Jargon
  - vi. Business etiquette
  - vii. Hierarchy
  - viii. Consensus

1. B Match the columns: 05

	Column A		Column B
1.	Vertical communication	A.	Non Verbal communication
2.	Colours	B.	Para language
3.	Probability Chain	C.	Psychological barriers
4.	Consensus	D.	Upward & downward communication
5.	Halo and Horn effect	E.	Agreement

- Q 1 C. Fill in the blanks: 05

- i. Defensiveness is a \_\_\_\_\_ barrier in communication ( Physical, Language, Psychological)
- ii. The specialized vocabulary of a profession is called \_\_\_\_\_ ( Homophones, Kinesics, Jargon)
- iii. Time and distance barriers are a part of \_\_\_\_\_ barriers (Semantic, Psychological, Physical)
- iv. The process of putting ideas into language is called \_\_\_\_\_ ( encoding, decoding, feedback)
- v. \_\_\_\_\_ provides legal validity to a letter( body, inside address, signatures)

- Q2. Write Short Notes (any 4): 20

- A. Feedback
- B. Advantages of Upward communication
- C. Advantages of written communication
- D. Importance of communication in the Corporate world
- E. E-mails

- Q3. Answer any two of the following: 20

- A. What are barriers in communication? Discuss language barriers with relevant examples. Discuss methods of overcoming the same

- B. Discuss the different types of listening. What are the barriers to listening? Suggest methods of improving listening
- C. How does Ethics help a business? Discuss Personal Integrity at work place

Q4 Draft an application in response to the following advertisement: 10

“Urgently required smart, young salespersons to handle counter sales of luxury goods at a reputed Mall in Mumbai. Candidates should have passed H.S.C. and should have a good command over English and Hindi and should have knowledge of computers. Apply within 10 days with full Bio-data to Box Number 5609, The Times of India, Mumbai 400001”

Q5 Draft any 4 of the following letters: 20

- A. You wish to pursue Master in Business Management from University of Columbia and as a requirement for admission, you are required to submit a Statement of Purpose of 700 words. Draft the SOP highlighting your experience, goals and interests.
- B. A student of your college has applied for the post of Accounts Officer with Money Counters Ltd. Mumbai. He has mentioned your name as one of the referees. Draft a recommendation letter for him.
- C. Ms Sakshi Mehta has been offered the post of Floor Manager at Macey’s Store Mumbai. Write a letter of acceptance on her behalf.
- D. You wish to resign from your current job as Assistant Registrar from Ambedkar College. Draft your resignation letter.
- E. As the Vice President of Axis Bank of India write a letter of appreciation to the Manger of Axis Bank, Kandivali Branch appreciating the efforts in the demonetization process.

Q6.A. Write a paragraph of about 150 words on any one of the following: 05

- i. Time Management
- ii. Laughter is the best medicine

Q6.B. Read the following situation and answer the questions following it: 05

Mr Rajan Shah was newly appointed Branch Manager of Bandhan Bank Palghar branch. Having a degree from Queensberg Australia, he believed that all communication should take place in English language. The local people who visited the bank were frequently Marathi peaking and there was lot of misunderstanding when the employees communicated with the people. This was resulting in the bank losing precious customers.

- i. Explain the barriers faced in the above
- ii. Examine ways in which they can be overcome

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