FYBMS/	FYBAF/	FYBIM-Se	MIA.T.K.T.	Etam
Time : 2½ Hours			March - 2	

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N.B.	: (1)	All	questions are	compulsory	

Q:	1) (	(A)	Fill	in	the	blanks	:	(ANY 8)	
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(1) -----is converting your ideas into message.

- (c) Encoding (d) Observing (a) Decoding (b) Listening
- (2) ----is an online communication system.
- (a) Word (b) E-mail (c) SMS (d) None of these
- (3) ----is an example of non-verbal communication.
- (a) T.V (b) Body language (c) Singing (d) Teleconferencing
- (4) Suggestion scheme encourages ----- communication.
- (a) Upward (b) Downward (c) Horizontal (d) Diagonal
- (5) ----is a physical barrier.
- (a) Listening (b) Closed mind (c) Time and distance (d) Resistance to change
- 6. The process of giving an abstract idea a concrete form is called \_\_\_\_\_\_
- b) encoding c) medium d) decoding a) planning
- 7. Meetings, Speeches, Interviews are examples of \_\_\_\_\_\_.
- b) Proxemics a) Non Verbal communication
- c) Oral communication d) written communication
- 8. \_\_\_\_\_ is a two way process.
- a) Order b) Command c) Warning d) Communication
- 9. \_\_\_\_\_\_ is a psychological barrier.
- a) Closed mind b) Noise c) Language d) Environment
- 10). \_\_\_\_\_ is an informal channel of communication.
- a) Paralanguage b) Grapevine c) Upward communication d) Written communication
- (B) State whether the following statements are True or False (Any seven): (7)
- (1) Decoding completes the cycle of communication.



- (2) An order is a form of upward vertical communication.
- (3) A handshake should last for about 30 seconds.
- (4) Listening and hearing are different activities.
- (5) Feedback need not necessarily be verbal.
- (6) ATM stands for Any Time Money.
- (7) Complaints and Suggestion Boxes facilitate upward vertical communication.
- (8) Paralanguage is non-verbal communication.
- (9) Silence can be used to communicate various meanings.
- (10) Intranet is confined to use within an organization.
- 2. a)Process of communication
- b)Advantages and Disadvantages of Oral Communication (7)

OR

- (c) What is 'barriers' to communication? Explain Physical barriers to communication. (15)
- 3)a) Explain the term 'Corporate Social Responsibility'. Discuss some of the methods adopted for implementing CSR. (15)

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- b) What are the tips for cultivating good listening skills . (15)
- 4.a) Draft an application letter in response to the following advertisement :

An organisation in Bangalore requires Accounts Assistants.

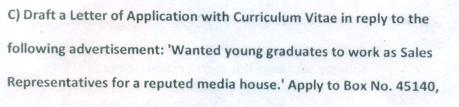
Candidates should be commerce graduates with first class and minimum of 3 years experience in Costing and Accounting. Apply, with resume, to

Box 1044, The Times of India, D.N.Road, Mumbai-400001. (10)

(b) Draft a letter of Job acceptance to Thakkar and Sons who have

offered you the post of a Junior Accountant in their firm. (5

OR





The Times of India, Mumbai. Use the Complete Block layout.

(10)

- (d) You got a job in a reputed management institute. Draft a letter of resignation to your employer where you are working as an event manager. (5)
- 5. Write short notes on : (any three) (15)
- (a) Types of feedback
- (b) Advantages and disadvantages of internet.
- (c) Importance of communication in business.
- (d) Difference between oral and Face-To-Face communication
- (e) Downward communication.
- (f) Status Barrier