

# PCE-1 SOLUTION

SEM-2 (REV-2019-20 C' Scheme DEC-2022)

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**Q1. Answer the following questions. [10]**

**A. Write short note on postulates/ Hallmarks of effective communication. [03]**

Solution:

Effective communication is a message that is understood as the communicator meant it to be understood. In order to help ensure understanding, communicators need to understand and apply the 7 C's of effective communication. An Effective Communication should be-

1. Clear – main ideas easily identified and understood.
2. Concise – gets to the point without using unneeded words or images.
3. Concrete – includes specific examples or explanations.
4. Correct – in information, word choice, and grammar.
5. Coherent – information presented in a logical sequence.
6. Complete – enough information so the audience can understand.
7. Courteous – polite, professional tone.

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**B. Objectives of communication. [02]**

Solution:

An objective is a specific result that one aims to achieve within a time frame with the help of available resource. Communication is the exchange of information between a sender and receiver with an aim to achieve a meaningful response. Communication is the lifeblood of

an organisation and is an essential life skill necessary for one's professional and personnel success. Communication must always be planned manner, with specific objectives in mind to be achieved in order to be effective. Some objectives of communication are:

1. Information
2. Advice
3. Orders and instructions
4. Persuasion
5. Motivation
6. Education and training
7. Warning
8. Boosting the morale of others

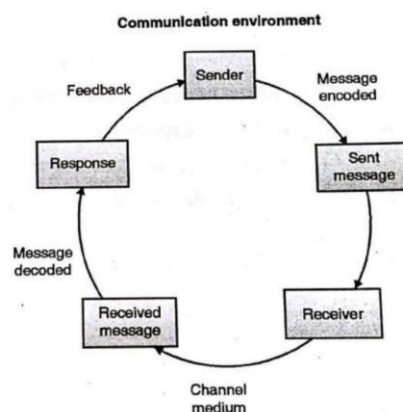
**C. Define Communication and discuss the cycle of communication with the help of diagram and suitable example. [05]**

Solution:

Communication can be defined as the process of exchanging information. It is a natural activity of all human beings whereby opinions, feelings, ideas and information is conveyed.

The communication cycle:

- Consider a cyclic process of communication as shown in figure below.



- The sender encodes the message and sends it through a channel. The channel is nothing but the language used- words, actions, signs, objects or a combination of these. The receiver receives the message, decodes it and acts on it.
- If the message received is the same as the message sent there will be a response, if not, there has been a breakdown of communication. This may happen because of noise. Noise is any unplanned interference in the mechanics of communication.
- The transmission of the receiver's response to the sender is called feedback. Feedback is essential as it is a barometer of effective communication. If you are sending a message to somebody, your communication cycle is complete only when you get a response from the recipient of your message. Otherwise, you need to resend the message. Even if a response is received, it may not be the one that was expected. But if you receive some response, it means that the message has been communicated successfully to the other party. Hence feedback is the observation of the recipient's response.
- Communication takes place in a well-defined set-up. This is called the communication environment. A classroom is the communication environment when a teacher delivers lectures to students. A teacher's cubicle becomes the communication environment when a student approaches her in her cubicle.
- Messages are transferred through a medium, the 'channel'. In oral communication, the air or telephone wires are commonly used channels. Language is the tool we use through these channels to exchange information. In brief, the essentials of effective communication are:
  1. A common communication environment.
  2. Cooperation between the sender and receiver.
  3. Selection of an appropriate channel.
  4. Correct encoding and decoding of messages.
  5. Receipt of the desired response and feedback.

**Q2. Answer any 2 out of 3 questions.**

**[10]**

**A. (i) A friend of yours is preparing for an interview. Suggest him some aspects of Kinesics that he needs to follow for success. [03]**

Solution:

Some aspects of Kinesics (the study of non-verbal communication through body language and gestures) that my friend needs to follow are:

1. Eye contact: Maintain good, natural eye contact with the interviewer to convey confidence and attentiveness.
2. Hand gestures: use appropriate hand gestures to emphasize points, but don't overdo it; excessive hand gestures can be distracting.
3. Posture: sit up straight with an open posture to appear engaged and interested in conversation.
4. Facial expressions: show genuine emotions through your facial expressions, like smiling when appropriate and avoiding signs of discomfort.
5. Handshake: if applicable, offer a firm and confident handshake when you first meet the interviewer.
6. Body movements: be mindful of fidgeting or nervous movements, as they can convey anxiety or restlessness.

**(ii) Classify the following instructions as Caution, Warning, Danger and Note: [02]**

**a) Always use good quality printing paper for better results.**

Ans: Note.

**b) Do not touch connections with wet hands.**

Ans: Warning.

**c) Do not expose camera lens to direct sunlight.**

Ans: Caution.

**d) Never extend any part of the body through the elevator gate when it is in motion.**

Ans: Warning.

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**B. What is Grapevine? Discuss the merits and demerits of Grapevine in an organisation. [05]**

Solution:

- Grapevine is a kind of horizontal communication and it consists of a complex network of informal contacts that occur all day long on the job, spontaneous channels through which facts, half-truths and rumours pass.
- It is possible for such rumours to result in upward and downward communication, but the general direction is horizontal as such communication takes place between people who know and trust each other.
- Gossips, here say, rumours, go to make up that Personal Communication that is grapevine. As a result of it views, opinions and attitudes are formed which can do great harm to the organisation.
- As may well be imagined the grapevine can do great harm or good to an organisation; it may cause the workers to lose their morale or to work with redoubled vigour.
- If the top management of an organisation is intelligent it will try to feed the grapevine with information that is accurate and which will serve as a morale booster. It will also use the grapevine as a barometer to find out the level of morale of the workers.
- Managements should realise that the grapevine can neither be cut nor controlled, at the most it can be influenced.
- In organisations, grapevine can act as an outlet for workers who might otherwise bottle up their grievances and explode at a later date.
- Advantages of grapevine:
  - (i) Informal relations- binds people together and creates a free environment for sharing

- (ii) Quick transmission- stories spread rapidly
- (iii) Promotes team spirit- one can communicate outside formal channels and that helps to build a cohesive team.
- (iv) True feedback- management can get true feedback and can implement it in an employee friendly way
- Disadvantages of grapevine:
  - (i) Distortion- promotes gossips and rumours
  - (ii) Lacks credibility- people tend to distort the message by adding their own comments and observations hence it lacks credibility
  - (iii) Lacks responsibility- its informal in nature and hence the communicator doesn't take responsibility
  - (iv) Time waster- may lead to waste of time since people enjoy gossip sessions and useless information is passed on.

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**C. During the pandemic, your travel agency has taken a hit. You are planning on reviving the business post pandemic. Write a sales letter offering discounts and other interesting privileges on various tour packages. [05]**

Solution:

Meena kumari,  
Flyhigh travel agency,  
Mumbai.

[flyhigh@gmail.com](mailto:flyhigh@gmail.com)

1234567890

20 December, 2022.

Dear valued traveller,

We hope this letter finds you in good health and high spirits. As the world gradually emerges from the challenges posed by the

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pandemic, we understand that the desire to explore and experience the beauty of our planet has never been stronger. That's why we are thrilled to announce the grand revival of Flyhigh travel agency and present to you our incredible range of travel opportunities.

Here's a glimpse of what we have in store for you:

**Unbeatable Discounts:** We are rolling out unprecedented discounts on our tour packages. Whether you're dreaming of a relaxing beach getaway, an adventure-filled expedition, or a cultural exploration, you'll find incredible savings waiting for you

**Flexible Booking Options:** We understand that uncertainty still lingers in the air. That's why we offer flexible booking options. You can book your dream vacation with confidence, knowing that you have the flexibility to reschedule if needed.

**Complimentary Upgrades:** Enjoy complimentary room upgrades, special amenities, and exclusive experiences at select destinations. We want to make every moment of your trip special and unforgettable.

**Dedicated Travel Advisors:** Our team of experienced travel advisors is here to assist you every step of the way. Whether you need help with itinerary planning, travel insurance, or visa assistance, we've got you covered.

**VIP Access:** Gain VIP access to exclusive events, local attractions, and hidden gems at your chosen destination. We believe that travel is not just about seeing places but also about experiencing the essence of a culture.

**Safe Travel Commitment:** Your safety is our top priority. We have implemented stringent health and safety protocols to ensure your peace of mind during your journey. Rest assured, your well-being is in capable hands.

Don't let the pandemic hold you back any longer. It's time to embark on a journey of rediscovery, adventure, and wonder. The world is waiting, and we're here to help you explore it like never

before.

To take advantage of these exciting offers and learn more about our revitalized travel experiences, please visit our website at flyhigh.com or contact our friendly team.

Thank you for your unwavering support during these challenging times. We can't wait to welcome you back on board and be a part of your incredible travel stories once again.

Sincerely,

Meena kumari,

Flyhigh travel agency.

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**Q3. Do as directed:**

**A. Fill in the blanks: [03]**

(i) \_ is the last component in the process of communication.

Ans: Feedback

(ii) \_ is the process of finding out a particular piece of information while reading.

Ans: Scanning

(iii) \_ communication moves on the equal authority level.

Ans: Horizontal communication

(iv) \_ means movement of hand, neck to communicate messages.

Ans: Kinesics

(v) One who sacrifices his life for a cause is called \_.

Ans: Martyr

(vi) The list of spare parts \_ long. (was/were)

Ans: were

**B. Match the following: [02]**

(i) Post Script	(a) No abbreviation
(ii) UVW/AC	(b) Not indented paragraphs
(iii) Date Line	(c) exhibits unplanned content



(iv) Complete Block	(d) Identification Mark
	(e) Indented paragraphs

**Solution:**

(i) Post Script	(d) identification mark
(ii) UVW/AC	(c)exhibits unplanned content.
(iii) Date Line	(a)No abbreviation
(iv) Complete Block	(b) Not indented paragraphs

**C. Identify the barriers in the following situations. How can it be overcome? [02]**

**Mr. Ronny had been a successful manufacturer for twenty years. He used glass containers for his products. When a salesman visited him to show a new plastic container which was more durable and which cost less. Mr. Ronny refused to listen to him and mockingly asked the salesman if he knew more about his business than he did.**

Solution:

The barriers visible in the situation are: Psychological barrier  
We can conclude the barrier because Mr. Ronny did premature evaluation, kept a closed mind due to his self image and pre-conceived notions.

One can overcome this barrier by listening to other person completely and understanding the point they're trying to make and then only come to the necessary conclusion. Here Mr. Ronny refused to do so hence creating the barrier.

**D. Define: [03]**

**(i) Calculator:**

A calculator is a small, portable device that performs both basic and complex arithmetic operations.

**(ii) Voltmeter:**

Voltmeter is an instrument that measures the voltage or potential difference between two points of an electronic or

electrical circuit.

**(iii) Stapler:**

Stapler is a tool that fastens multiple sheets of paper together.

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**Q4. Answer any 2 out of 3 questions:**

**A. You had placed a bulk order of children's wear that reached too late after the festival. This resulted in great loss of business. Write a complaint letter to the Garment company about the late delivery of the consignment. Claim for the loss. (Use the Complete Block Format.) [05]**

Solution:

20 December, 2022.

Sunder cloth house,

Hall bazaar,

Amritsar.

Sub: Complaint and claim for loss due to late delivery of consignment.

Dear Sir/ Madam,

I am writing to express my deep dissatisfaction regarding the recent delivery of children's wear consignment (Order #12345) from your company. I am the owner of [Your Business Name], a children's clothing store, and we placed a substantial bulk order with your company in anticipation of the upcoming festival season. Unfortunately, the consignment arrived significantly later than the agreed-upon delivery date, resulting in substantial losses for our business.

The agreed delivery date for this consignment was [Original Delivery Date], which was well in advance of the festival season. This date was critical for us as it would have allowed us to stock our store in preparation for the surge in demand during the festival. Regrettably, the consignment did not arrive until [Actual Delivery Date], which was [Number of Days] days later than promised.

This delay in delivery caused the following problems for our

business: Loss of sales holding costs, damage to reputation. Considering the financial impact on our business, I kindly request that you take immediate action to compensate us for the losses incurred due to the late delivery of the consignment. We estimate our losses to be approximately [Dollar Amount] as a result of this delay.

We understand that unforeseen circumstances may occasionally cause delays, but it is imperative that suppliers like yours meet their commitments, especially during critical seasons. We hope that you will address this issue promptly and take steps to prevent such occurrences in the future.

Please find attached all relevant documents, including the purchase order, invoices, and proof of the delayed delivery. We kindly request a thorough investigation of this matter and a swift resolution to mitigate the financial losses we have suffered.

I trust that you will treat this matter with the urgency it deserves and promptly respond to this complaint. We value our business relationship with your company and hope to continue doing business in the future.

Thank you for your immediate attention to this matter.

Sincerely,

Your name.

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**B. Write short note on: [05]**

**(i) You Attitude:**

- You should always focus on the recipient's needs, purposes, or interests while writing the official letter. Talk about the dealings from the reader's view/point. This recipient oriented style is called the 'you' attitude.
- Even if you are conveying an unpleasant situation do it in such a way that the reader is convinced and understands the situation.
- The letter should reflect the concern and interest that you have for your recipient's welfare. In other words, use more of

you and yours instead of I, me, mine, we, us our and ours.

- You attitude is not just a matter of using the pronoun 'you'. It is the audience centric approach that we should adopt to make the letter more appealing.
- It is a matter of genuine empathy that you show towards your reader. But there are always exceptions to the rule.
- On some occasions, it is better to avoid using 'you' especially if you are complaining or pointing out a mistake. When someone makes a mistake, you may want to minimize ill feeling by referring to the mistake impersonally rather than pointing out directly.
- In some cases, a more impersonal or matter-of-fact tone will avoid creating unnecessary hard feelings in the recipient.
- Example:-
  - (a) We are glad to inform you that...  
'you' attitude: You will be glad to know that..
  - (b) We are happy to receive your request.  
'you' attitude: Thankyou for you request.
  - (c) You have not paid attention to my complaint.  
'you' attitude: My complaint has not been attended to.

**(ii) AIDA:**

- The 'AIDA' approach while writing a letter says to:
  1. Attention (introductory paragraph)
  2. Interest and desire (discussion paragraph)
  3. Action (closing paragraph)
- Using the 'AIDA' principle, you begin your sales letter with a catchy quote, generate interest by highlighting the special feature of your product, increase the desire for acquiring the product by highlighting the benefits and close the letter by motivating the reader to act upon your letter.
- Attention (introductory paragraph)  
The opening sentence must arrest the reader's attention and immediately appeal to his interests, feelings, vanity or social

sense. The next lines that follow, should sustain his interest to go through the entire letter. You can use any of the following devices to grab the attention depending upon the product or service involved:

1. Question
2. Quotation
3. Anecdote
4. Statistics
5. Central selling point
6. Appeal

There are several ways of starting a letter:

1. Make a striking statement
2. Stating a significant fact
3. Using an anecdote
4. Making special offers
5. Central selling point
6. Appeal to the readers pride
7. Asking a question

- Body of the letter:

After catching the reader's interest by using the different ways of introduction mentioned above, move on to build curiosity in the reader about your product or service.

The next step would be to substantiate your claims and statements by facts, logic or reliable testimony. The several ways of doing so are: Trial offers, guarantees, free samples..

- Closing paragraph (inducing action)

The closing paragraph of a sales letter performs the task of initiating action. The desired action could vary- the manufacturer or the service provider may want the reader to ask for a demonstration or further information about the product/ service or even place on order.

To achieve this concluding part of the sales letter should be

strong and appealing. Generally in this part of the sales letter, we are required to make special offers which are tempting. This can be done by attaching easy-to-fill-in-proforma or tear off slips, which facilitate action at the end of the potential customer.

**C. Difference between: Technical writing and Literary Writing.[05]**

Solution:

	<b>Technical writing</b>	<b>Literary writing</b>
1.	The content is factual	The content is imaginative & symbolic.
2.	The audience is specific	The audience is general
3.	The purpose is to inform & instruct.	The purpose is to entertain, provoke and inspire.
4.	The style of writing is formal & standard.	The style of writing is informal & artistic.
5.	The vocabulary is specialized	The vocabulary is general.
6.	The organization of content is sequential & systematic	The organization of content is arbitrary & artistic.

**Q5. Answer any 2 out of 3 questions: [10]**

**A. Identify Sender, Receiver, Message, Channel and Feedback in the given statements.[05]**

**(i) A student sends through post an application letter to a company and receives a call for an interview.**

Sender	Student
Receiver	Company
Message	Applying a job
Channel	Post
Response	Call for an interview

- (ii) **The Vice president of an organisation instructs the assistant engineer via e-mail to submit his project report within a week. The assistant engineer fails to submit the report.**

Sender	Vice president
Receiver	Assistant engineer
Message	Submit the project report
Channel	Email
Response	Fails to submit the report

**B. Difference between: [05]**

- (i) **Caution and warning**

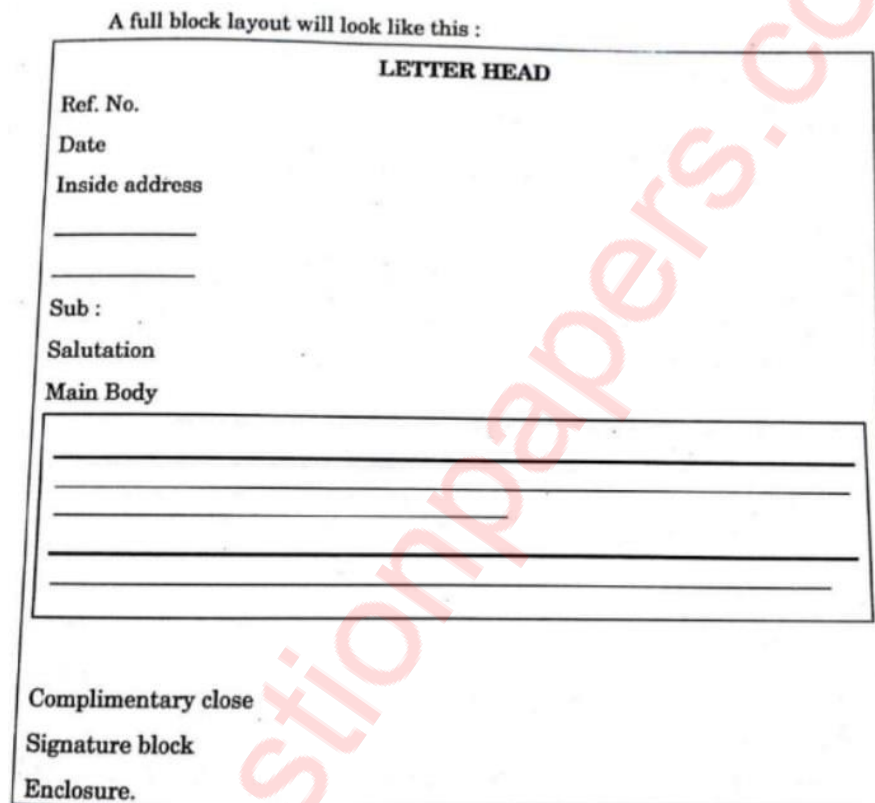
<b>Caution</b>	<b>Warning</b>
A caution refers to an action displaying careful, prudent behaviour.	A warning refers to a statement indicating impending danger, serious harm or misfortune.
The objective of a caution is to advise people to exercise careful behaviour and to pay close attention in order to minimize risk and damage.	In the case of warning, the objective is to alert people to certain dangers and serious consequences. Thus, in law, a warning serves as a notice indicating that certain acts constitute criminal behaviour.
A caution serves as an advice or action advocating that advice.	A warning serves as a form of notice.

- (ii) **Technical descriptions and Instructions**

<b>Technical Description</b>	<b>Instructions</b>
Description gives a descriptive analysis of a process.	Instructions acts as a guidelines for a process.
Description is a task describes how to perform a task in general, they also outline the key steps	Instructions are a series of detailed steps that define how something must be done.

and the order in which the steps should be taken.	
Description is used as a general terminology	Instructions are mainly associated with teaching.

**C. Draw Diagrammatic Representations of Complete Block Style. [05]**



**Q6. Answer any 2 out of 3 questions: [10]**

**A. Read the following passage and answer the following questions. [05]**

Values are the essence of humanity; values assist a nation live and build her identity. India the mother to all human values enjoys a much-privileged position in the world, thanks to a well-developed system and defined a set of values that the people here have been practising since ages. Values are in no way hostile to



materialistic, technological and scientific progress. They help people live life in peace with themselves, with society and nature. The satellite channels, another manifestation of science, inspire all of their advantages; have been hitting hard at the very root, the foundation of Indian society, i.e., its values. The availability of B.B.C., CNN, Zee TV, Nat Geo, Discovery, etc. in sitting rooms at the click of a button have exposed the Indians, especially the young and impressionable Indians, to the culture and practices which vitiate and pollute the young and old alike. The majority of the programmes beamed on the satellite channels are based on fantasy. They suggest infeasible solutions to day-to-day life problems. This entices and lures people to succeed by hook or by crook. Moreover, programmes such as W.W.F. make the viewers aggressive, callous and 'violence-crazy'. In addition to it, the lifestyle shown in various programmes stand in stark contrast to the one appreciated and suggested by our values. The new generation of youth is definitely being impressed with the alien culture. Additionally, long hours of television viewing have led to our younger generation becoming couch potatoes. Also, the time spent on social interaction, the most educative and informative interaction is decreasing. Consequently, all the values -social as well as moral -are now going haywire with the blatant display on various satellites channels.

It is now imperative that the parents should take up the duty of minimizing the exposure of the children to the 'idiot box'. They should owe this as the dutiful citizens of a nation. Also, the government should ensure a strict censorship of these channels so that our principles, values and culture are not eroded, damaged and spoiled.

### **1. How are values the essence of humanity?**

**Ans:** Values assist a nation live and build her identity. Values are in no way hostile to materialistic, technical, scientific

progress. Hence values are the essence to humanity.

**2. Why does India gain a special place in the world?**

**Ans:** The well developed system and a defined set of values that the people in India have been practising since ages made India gain a special or privileged position in the world.

**3. How are Indian values attacked?**

**Ans:** The satellite channels, one of the manifestation of science, have been hitting hard at the very root, the foundation of Indian society i.e. its values.

**4. How are children affected by the satellite channels?**

**Ans:** The long house of channels and television viewing have led to our younger generation becoming couch potatoes. The time spent on social interaction is decreasing hence decreasing the values and morals.

**5. Choose the word that means the same as:**

**(a)Attracts:**

- (i) Entices
- (ii) Ensure
- (iii) Vitiate
- (iv) Lures

Ans: (iv) Lures

**(b)Enemy**

- (i) Hostile
- (ii) Alien
- (iii) Callous
- (iv) Crook

Ans: (i) Hostile

**B. Write a set of clear and precise instructions in order to make an ATM withdrawal with appropriate usage of special notations. [05]**

Solution:

Step 1: Insert ATM card

Insert your ATM card in the ATM machine in the slot as marked in the above diagram.

Step 2: select language

Select your language from the language options appearing on the display screen.

Step 3: Enter 4-digit ATM pin.

Use the keypad to enter your 4-digit ATM pin Number.

Do not ever share your ATM pin with anyone. Ensure that nobody is watching you, while you enter the pin.

Be careful while entering the pin, as a wrong pin may lead to the blockage of the ATM card.

Step 4: Select the type of transaction.

On the ATM screen, you will be able to see different types of transaction options such as deposit, transfer, withdrawal of money, etc.

For cash withdrawal, you will have to select the withdrawal option.

Step 5: Select the type of account.

After selecting the cash withdrawal option, the screen will display different account types, select your account type.

As an individual banker, you should be choosing a savings account, as current accounts are a special type of accounts used by businesses.

Some ATMs offer you a choice to add a line of credit to your account. This can help a banker when they need excessive money in an emergency.

Step 6: Enter the withdrawal amount.

Now, enter your withdrawal amount.

Make sure that you do not enter a withdrawal amount more than the balance in your account. Now press enter.

Step 7: Collect the cash.

Now collect the cash from the lower slot of the machine.

Step 8: Take a printed receipt, if needed.

After you collect the cash, you will get an option of whatever you want a printed receipt of the transaction. If you want a printed receipt, click yes and close the transaction.

Step 9: Another transaction.

If you want to undertake another transaction then select that option.

Withdrawals from an ATM card debit amount from any existing bank account (either savings or current), so when you wish to withdraw, ensure that you have sufficient balance in the account.

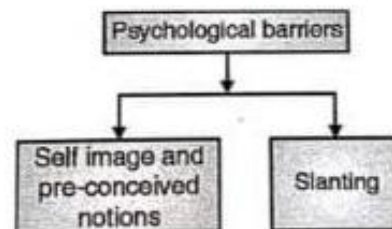
**C. Explain any two Psychological barriers. [05]**

Solution:

Emotions and attitudes of people affect the sending and receiving of messages creating psychological barriers. Human beings are victims of bias and prejudice, suffer from anger, fear, joy and sorrow.

Each one of us has a unique personality which is shaped by our background upbringing and past experiences. The system of values and standards defines our actions, thought process and this in turn affects the way we communicate.

Some important psychological barriers are:



- (a) Self image and Pre-conceived notions: Each one of us looks at himself or herself in a particular way. Concept of one's own self affects the way we communicate and the results of communication. People interpret messages and create their

own understanding on the basis of their preconceived notions. They usually accept messages that boost their self image and reject others. This results in communication selectivity.

- (b) Slanting: Bias and prejudice often colour our judgement and influence our perception and subsequent communication. We do not always present all the facts but allow our preferences to pick and choose. Thus, our messages are slanted with intentional bias.

Closed Mind: A closed-minded person has a narrow vision. Such a person rejects any other point of view. A person with a closed mind is not ready to accept new facts or alternatives and hence ends up communicating, incomplete or incorrect information. Such people are dogmatic and rigid in their opinions and attitudes.

Unclear assumptions: Assumptions are personal inferences made by the speaker and not factual statements. Our bias, prejudice and opinions prompt us to make unjust or unfair assumptions about others. Some people, have the superiority complex and they assume others to be inferior in all respects. Such a feeling can create barriers in communication.

Horns and Halo Effect: When we admire or like somebody, we believe that they can do no wrong and accept whatever they have to say as correct and valid. Whereas we condemn those we dislike and do not pay attention to their views or opinions.

Premature Evaluation: Poor listeners jump to conclusions and respond prematurely to the message being conveyed. In their haste they tend to miss out on important details. Their evaluation is usually based on incomplete and insufficient data leading to incorrect interpretation.

Psychological barriers are interrelated because they arise in our mind. As long as we allow our perceptions, emotions and prejudice to colour our thinking process and attitudes, these barriers will be difficult to overcome.