

Time: 2 Hrs

Total marks: 40

Question No. 1 is compulsory

Attempt any three out of the remaining questions

Numbers to the right indicate marks

Q1 a) Explain importance of communication in business. [2]

b) Identify the sender, message, receiver, medium /channel in the following situation: [2]

The doctor informed the members of family about the demise of patient and they all started crying.

c) Mention any four barriers in the process of listening? [2]

d) Fill in the blanks: [4]

- i. An enquiry letter in response to an advertisement _____
- ii. Greetings to receiver of a letter _____
- iii. Active voice and imperative style is related to _____
- iv. The process of joining two metals by using heat is known as _____

Q 2 (a) Explain the importance of sign language over spoken language [2]

(b) Mention atleast three points to overcome Semantic barrier. [2]

(c) Your firm of event management received an enquiry letter from a college for organizing their annual event. Draft a quotation letter to be sent to the Principal of the college. (Use modified form) [6]

Q3 "Communication is the backbone of the organization" Discuss in detail the formal flow of communication [2]

b) What do the following non-verbal cues communicate: [2]

- i) Relaxed posture
- ii) open palms

c). A majority of the books that you had ordered for your Institution have been received in a damaged condition. Draft a suitable complaint cum claim letter asking for appropriate compensation from the supplier. (Use complete block form) [6]

Q4 a) Identify the barrier: [2]

- (i) A signboard "fine for parking".
- (ii) The rural people did not understand her speech on cleanliness

b) 'Silence is more eloquent than words' Explain. [4]

c) Match the following

[4]

Caution	Instrument to see minute objects clearly
Warning	Instrument used for increasing voice volume
Microphone	Wear slippers while changing a fuse wire
Microscope	Donot overload machine beyond a prescribed capacity

Q5 a) Write short notes on i) Haptics ii) conciseness

[4]

b) Differentiate between hearing and listening

[2]

c) .Give a diagrammatic representation of a letter in complete block form

[2]

d) Make sentence with the following pair of words so as to differentiate between their meanings:

i) access- excess

ii) sail –cell

[2]

Q6 Read the following passage and answer the questions that follow:

[5]

It is reported that the government is close to finalizing a system of dual pricing for the public procurement of food grains. There would be two basic elements to this system: A fixed Minimum Support Price (MSP) covering the cost of cultivation, as at present, recommended by the Commission on Agricultural Costs and Prices (CACP), and variable procurement prices, at the discretion of the department of food , depending on market For example, according to a working group of the Planning Commission, over the five year period ending 2001-02 when there was a steep rise in procurement price resulting in accumulation of embarrassing large stock of food grains of over 60 million tones with the government, consumption of food grains in the country was reduced, on this account, by at least five million tons per annum. The new system by assigning a greater role for private trade can improve the efficiency in the distribution of foodgrains and substantially cut down subsidies, which can help to step up much needed public investment in agriculture. The proposed dual pricing system is a better alternative than total marketisation of foodgrains trade by disbanding altogether public procurement at MSP.

Such a dismantling could lead to a crash in market prices of foodgrains in years of food harvest. Even though this may take exports competitive and raise domestic consumption of food grains in the short run, it may undermine food security by sapping producer incentives. The experience of green revolution underlines the importance of assured MSP including the farmers to step up their own investment and effort and derive full benefit from available infrastructure.

For the dual pricing system to yield desired results, it needs to be backed by several other policy measures. Since the impetus for crop diversification would be greater in the infrastructurally developed regions like the north-west , this can slow down the growth of foodgrains output in the country and, in particular, the surpluses procured, unless immediate

measures are taken to strengthen public support for irrigation, technology, extension and credit in the rest of the country, especially in the central and eastern regions where there is a large potential. The growth of food grains output has barely kept pace with population growth since the mid-90s. This also calls for more effective public procurement of food grains at MSP in these regions, as farmers have to often sell their produce immediately after the harvest at prices that are lower than MSP. Therefore, dual pricing system can be sustained only through non-price interventions such as infrastructural support for regional dispersal of growth in foodgrains output.

The new system requires better market intelligence forecasts as well as concurrent analyses on prices and sales in markets in India and abroad

Questions.

- (a) What are the two elements of dual pricing system for procuring foodgrains?
- (b) How will the above proposed system benefit the nation?
- (c) What is the result of ecological degradation in the north-western region of India?
- (d) In order to boost the dual system what urgent measures are needed to be taken?
- (e) How we can sustain the dual pricing system?

b) Describe any ONE of the following objects giving definition, diagram, components & working.

Electronic Voting Machine, Digital camera

[3]

c) Use one word for the following statements.

[2]

1. Words which have the same meaning,
2. A person with a positive approach