

Time: 1 ½ Hours

Marks: 45

N.B.

1. Q.1. is compulsory.
2. Attempt any two out of the remaining four questions.
3. Figures to the right indicate full marks.
4. Answers to the sub questions should be grouped together.
5. Assume suitable data wherever necessary.

- Q1 Answer the following questions (15)**
- a Define methods of communication. Describe the Verbal method of communication. **5**
 - b Explain the concept and importance of active listening. **5**
 - c Write a letter to the Principal/Director requesting permission and necessary facilities to organize a Career Guidance Seminar in your institution (Use Complete Block Style). **5**
- Q.2. Answer any three of the following questions (15)**
- a Write one sentence summary of each of the following extracts: **5**
 1. A mind map is a visual tool used to organize ideas, concepts, and information around a central topic. It helps learners connect related ideas, improve understanding, and remember information more effectively. Mind maps encourage creative thinking, brainstorming, and better planning. They are useful for studying, problem-solving, note-making, and summarizing information in a clear and structured way. **2**
 2. Content creation for digital media and e-commerce platforms involves developing engaging text, images, videos, and other digital materials to inform, attract, and persuade audiences. Effective content helps businesses promote products, build brand awareness, and connect with customers. On e-commerce platforms, quality content such as product descriptions, reviews, and advertisements influences purchasing decisions. It plays a vital role in enhancing user experience and increasing online sales. **2**
 3. Coherence and cohesion are essential qualities of effective writing. Coherence ensures that ideas are logically organized and easy to understand, while cohesion connects sentences and paragraphs through linking words and references. Together, they improve the flow and clarity of a text. Good coherence and cohesion help readers follow the writer's message without confusion. **1**
 - b Write a dialogue between a teacher and a student in which the student seeks advice on improving communication skills for better personal and professional success. **5**
 - c Read the following situations and identify the communication barrier in each case. Suggest one suitable measure to improve each communication situation. **5**
 1. During an online team meeting, poor internet connectivity causes frequent interruptions, making it difficult for participants to understand the discussion. **2**
 2. A manager uses highly technical jargon while explaining a task to new employees, leaving them confused about their responsibilities. **2**
 3. A student is upset after receiving low grades and fails to pay attention to the teacher's feedback during a counselling session. **1**
 - d Write an email to the librarian requesting an extension of the book return deadline. **5**
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Librarian's email ID: elib26@autofmit.ac.in

Q.3 Answer any three of the following questions (15)

- a** Rewrite the following sentences by correcting errors in punctuation, grammar, spelling, and style. **(one mark each)** **5**
1. the principle announsed that the seminar have been postpone till next weak however all students must attend it
 2. I have seen a movie last night
 3. every employee are expected to submit there reports by monday otherwise the management wont review them
 4. my freind dont likes reading books because its boring
 5. she were absent yesterday but she dont informed the teacher
- b** Define the SQ5R method and explain its role in improving reading comprehension. **5**
- c** Write a paragraph on “Ethical use of AI Tools” **5**
- d** Read the following situations. Identify the principle of the 7 Cs of Communication that is not followed and suggest how the communication can be improved. **(one mark each)** **5**
1. A manager writes a long email containing unnecessary details, making the main message difficult to understand.
 2. A teacher tells students, "Submit the assignment soon," without mentioning the deadline.
 3. A project leader says, "The project was successful," without providing any specific results or data.
 4. A company notice contains spelling and grammatical errors.
 5. A customer receives a reply stating, "Your complaint has been noted," but no information about further action is provided.

Q.4 Answer any three of the following questions (15)

- a** Give Diagrammatic representation of the following: **5**
1. The Complete Block Style **2**
 2. The Upward Communication Network **2**
 3. The Horizontal/Lateral Communication Network **1**
- b** You recently purchased a desktop computer from *TechZone Computers*, 125 M.G. Road, Duniya –000000. After installation, you discovered that the monitor screen was damaged and the system frequently shuts down unexpectedly. Write a complaint letter to the Manager of the shop requesting repair or replacement of the defective computer under warranty. (Use Complete Block Style). **5**
- c** A team of students is assigned a semester-long project. Explain the activities likely to occur at each stage of team development during the execution of the project (Organize project activities as per the five stages of team). **5**
- d** Construct one meaningful sentence each using the following idiomatic expressions: **5**
- (one mark each)**
1. Leave no stone unturned
 2. Bark up the wrong tree
 3. Weather the storm
 4. Turn a blind eye
 5. Pull strings

