

(Time : 2 hours )

( Total Marks: 40)

**NB: Q1. is compulsory.**

**Attempt any Three out of the remaining Five questions.**

**Figures to the right indicate full marks.**

**Answers to the sub questions should be grouped together.**

**Q1. Answer the following questions:**

**(10)**

**A. What is Communication? Explain any four methods of nonverbal communication.** (05)

**B. Write disadvantages of Grapevine Communication** (02)

**C. Write a short note on types of feedback.** (03)

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

**(10)**

**A. i. Importance of communication.** (03)

**ii. Correct the errors in the following sentences** (02)

**a. Did you pay your rent yet?**

**b. It certainly must have been her.**

**B. Draw Diagrammatic Representation of Complete Block Style.** (05)

**C. What are the 7 Cs of business correspondence? Explain the ways in which these can be achieved in business letters.** (05)

**Q3. Solve Any Two :**

**(10)**

**A. i. Write a technical description of a printer under the following headings:**

**a) Definition b) Diagram c) Description of Components d) Working.** (03)

**ii. Give examples of the British and the American methods of writing the date.** (02)

**B. i. Write a short note on paralanguage.** (03)

**ii. Provide one word substitute for the following sentences:** (02)

**a. That which can be seen through**

**b. One who offers one's services.**

**C. Goods were assured to be delivered within two weeks of placing the order. But you have not yet received the goods, write a letter to your supplier, pointing out the delay and specifying a date by which you wish to get the goods.** (05)

**Q4. Do as directed:**

**(10)**

**A. Fill in the blanks:** (03)

**i. .... lets the recipient know at a glance what it is about.**

**ii. Halo and ..... effect is a kind of psychological barrier,**

**iii. Differences in position and authority can create a ..... barrier.**

**iv. Chronemics is an aspect of non-verbal communication related to.....**

**v. The two methods of verbal communication are ..... and .....**

**B. Match the following :**

**(02)**

**(i) Resume (a) our reference**

**(ii) Full block form (b) logo/emblem**

**(iii) FB/104/ 07 (c) C.V.**

**(iv) Letterhead (d) salutation**

**(e) No indents**

- C. Define:(i) Pendrive (ii) Calculator (iii) Voltmeter (03)  
D. State the difference between hearing and listening (02)

**Q5. Answer any 2 out of 3 questions: (10)**

- A. i. Write the description of Induction Plate with the definition, labeled diagram and working (03)  
ii. State whether the following statements are true or false (02)  
a. The meaning of the message is not in the words  
b. The salutation in a business letter changes according to the inside address.
- B. Write short note on: (i) Inside Address (ii) Downward communication (05)
- C. i. Distinguish between Caution and warning, (03)  
ii. What do the following gestures suggest (02)  
a. yawning b. Crossed arms c. Clenched fists d. Nail biting

**Q6. Answer any 2 out of 3 questions: (10)**

- Q6 A.** Read the following passage and answer the following questions. (05)

Radically changing monsoon patterns, reduction in the winter rice harvest and a quantum increase in respiratory diseases- all part of the environmental doomsday scenario which is reportedly playing out in South Asia. According to a United Nations Environment Programme report, a deadly three-km deep blanket of pollution comprising a fearsome cocktail of ash, acids, aerosols and other particles has enveloped this region. For India, already struggling to cope with a drought, the implications of this are devastating and further crop failure will amount to a life and death question for many Indians. The increase in premature deaths will have adverse social and economic consequences and a rise in morbidities will place an unbearable burden on our crumbling health system. And there is no one to blame but ourselves. Both official and corporate India has always been allergic to any mention of clean technology. Most mechanical two wheelers roll off the assembly line without proper pollution control systems. Little effort is made for R & D on simple technologies, which could make a vital difference to people's lives and the environment.

However, while there is no denying that South Asia must clean up its act, skeptics might question the timing of the haze report. The Johannesburg meet on Rio+10 is just two weeks away and the stage is set for the usual battle between the developing world and the West, particularly the U.S. President, Mr. Bush has adamantly refused to sign any protocol, which would mean a change in American consumption. U.N. environment report is likely to find a place in the U.S. arsenal as it points an accusing finger at countries like India and China. Yet the U.S. can hardly deny its own dubious role in the matter of erasing trading quotas. Richer countries can simply buy up excess credits from poorer countries and continue to pollute. Rather than try to get the better of developing countries, who undoubtedly have taken up environmental shortcuts in their bid to catch up with the West, the U.S. should take a look at the environment profligacy, which is going on within. From opening up virgin territories for oil exploration to relaxing the standards for drinking water, Mr. Bush's policies are not exactly beneficial- not even to Americans. We realize that we are in this together and that pollution anywhere should be a global concern. Otherwise, there will only be more tunnels at the end of the tunnel.

- i. Both official and corporate India is allergic to  
a. failure of monsoon

- b. poverty and inequality
  - c. slowdown in industrial pact
  - d. mention of monsoon technology
  - e. crop failure
- ii. Which, according to the passage, is a life and death question to many Indians?
- a. increase in respiratory diseases
  - b. use of clean technology
  - c. thick blanket of pollution over the region
  - d. failure in crops
  - e. dwindling agricultural yield
- iii. Choose the word which is similar in meaning to the word 'profligacy' as used in the passage.
- a. wastefulness
  - b. conservation
  - c. upliftment
  - d. criticalness
  - e. denouncement
- iv. What we must realize, according to the passage?
- a. no country should show superiority over other countries
  - b. U.N. is putting in hard efforts in the direction of pollution control
  - c. all countries must join hands in fighting pollution
  - d. nobody should travel through tunnel to avoid health hazards
  - e. we must strive hard to increase agricultural production
- v. Choose the word which is most opposite in meaning to the word 'morbidity' as used in the passage
- a. powerfulness
  - b. softness
  - c. healthiness
  - d. acuteness
  - e. purposefulness

**B.** Being the Sales Manager of Apha Technologies, Andheri (W), Mumbai, you have received an annoyed letter from one of your wholesale distributors about the manufacturing defect in the batteries of the laptops that they have bought from your company recently. Draft a suitable reply using the full block form. **(05)**

**C.** Write a complete set of effective instructions for welding two pieces of metal together. **(05)**

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