

Duration: 2 Hours

Total Marks: 40

**NB: Q1. is compulsory.**  
**Attempt any three out of the remaining five questions.**  
**The figures to the right indicate full marks.**  
**Answers to the sub-questions should be grouped together.**

**Q1. Answer the following questions: 10Marks**

- a) Write two advantages of written communication? 2
- b) Define SQ3R method. 2
- c) Define Kinesics. 3
- d) Differentiate between upward and downward channels of communication. 3

**Q2. Answer the following questions: 10Marks**

- a) You purchased a cell phone online. However you received the package in damaged condition. Write a letter of complaint seeking adequate compensation. 6
- b) What is meant by communication? Explain the process of communication with the help of a diagram. 4

**Q3. Answer the following questions: 10Marks**

- a) Identify the barrier in the following sentences: 4
  - i) A Russian not able to carry a dialogue with an Australian who is on visit to Russia.
  - ii) A successful businessman not accepting the ideas of a salesman who comes to him with new product.
  - iii) Mayur requested Sneha to stop telling the story because he was feeling sleepy.
  - iv) I drafted the message and clicked the 'SEND' button but the message sending failed because the server was down.
- b) Explain any four C's of Business Communication. 4
- c) Short note on "You Attitude" 2

**Q4. Answer the following questions: 10Marks**

- a) Your housing society has 100 flats. In General Body Meeting it has been decided to color buildings. As the society write a letter of enquiry and ask for quotation from a local consultant. 6
- b) Describe any one of the following objects with definition, diagram, description of parts and working. i) Computer or ii) Cell Phone 4

**Q5. Answer the following questions: 10Marks**

- a) Write short note on –
  - (i) Paralanguage (ii) Mechanical barrier (iii) Grapevine communication 6
- b). Explain Skimming and Scanning with reference to reading skills. 2
- c) Difference between warning and caution. 2

