



SUMMER – 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Important Instructions to examiners:

- 1) The answers should be examined by key words and not as word-to-word as given in the model answer scheme.
- 2) The model answer and the answer written by candidate may vary but the examiner may try to assess the understanding level of the candidate.
- 3) The language errors such as grammatical, spelling errors should not be given more Importance. (Not applicable for subject English and Communication Skills.)
- 4) While assessing figures, examiner may give credit for principal components indicated in the figure. The figures drawn by candidate and model answer may vary. The examiner may give credit for any equivalent figure drawn.
- 5) Credits may be given step wise for numerical problems. In some cases, the assumed constant values may vary and there may be some difference in the candidate's answers and model answer.
- 6) In case of some questions credit may be given by judgment on part of examiner of relevant answer based on candidate's understanding.
- 7) For programming language papers, credit may be given to any other program based on equivalent concept.

Q. No.	Sub Q. N.	Answer	Marking Scheme
1.	a)	Answer any TEN of the following questions in 25-30 words each: Why is feedback necessary in the communication? Ans: Feedback is necessary in communication because the process of communication remains incomplete without it. It is the response to the message, wherein the sender knows if the receiver has received, understood and acted upon the message. Feedback also enables the sender to modify and resend the message as per the need of receiver.	(20) 02
	b)	Selecting an application channel is a judicious decision. Explain. Ans: It is important for the sender to make appropriate selection of the medium or channel of communication. Selection of correct channel ensures proper transmission of the message. Quick and smooth transmission also maintains the intention or purpose of communication. It leads to expected feedback. Wrong selection of channel will not carry the correct and proper message to the receiver. It may lead to the failure of communication. Therefore, selecting an appropriate channel is a judicious decision.	 02
	c)	What is the role of 'Encoding' and 'Decoding' in a communication process? Ans: The role of encoding in effective communication: Encoding helps the sender to put his disorganized ideas and thoughts in structured format. It helps the sender to give the correct message which is understandable to receiver that results in effective communication. The role of decoding in effective communication: Decoding is a process of understanding the message by the receiver. Decoding helps the receiver to give proper feedback to the sender which is necessary for effective communication.	 01 01



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1.	d)	Write any four advantages of face to face communication. Ans: Advantages of face to face communication: 1) In face to face communication, we get immediate feedback. 2) Both sender and receiver are present in this communication. 3) Sender can make use of non-verbal cues while speaking like gestures, postures, facial expressions, eye contact etc for effective communication. 4) It is a powerful mean of persuading and controlling, solving problems. 5) It saves time as it is direct communication. 6) Sender or speaker can modify his message by observing facial expressions of the listener or receiver. 7) It saves money , so it is economical. 8) We can also explain message in detail, if necessary. 9) It is interactive and more flexible. <i>(Note: Any four correct advantages of face to face communication should be given marks.)</i>	1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2
	e)	‘One cannot live without communication’ Explain briefly. Ans: Communication is necessary for building good relationship with others. Day to day activities in the society cannot be performed without communication. It is also useful for exchanging feelings and emotions and for relaxation. It is necessary for sharing information. It is also required for interaction amongst people working at different levels such as management and employees. It is useful for acquiring information. Communication is also useful for understanding problems. It is also helpful in releasing tension. Communication is necessary to encourage ideas and suggestions. Thus, One cannot live without communication.	02
	f)	Define ‘Verbal communication’. Ans: Any form of communication where words are used to convey a message is known as Verbal communication. It takes place in oral and written form.	02
	g)	What is formal and informal communication? Ans: Formal communication: The communication in which certain norms, rules and regulations are followed is known as formal communication. it is time, topic and language bound. OR Person working in organization follow the rules and norms to communicate with each other through written or oral form. This type of communication is called formal communication. Informal communication: Any unofficial communication is informal communication. The communication in which norms, rules and regulations are not followed is known as informal communication. Communication between friends or family members is informal communication.	01 01



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Q. No.	Sub Q. N.	Answer	Marking Scheme
1.	h)	State any two situations in which two-way communication occurs. Ans: 1. Teacher teaches in the class room, asks the questions on the topic and the students answer the questions. 2. Passenger asks the fare of bus to the bus conductor and the bus conductor gives the information to him. <i>(Note: Situations/examples may vary.)</i>	01 01
	i)	State any four advantages of written communication. Ans: Advantages of written communication: 1. It is accurate because it is prepared more carefully. 2. It is a permanent record and it has legal value. 3. Lengthy messages can be transmitted more easily as there is no chance of missing the main points. 4. The message can be communicated effectively to many people. e.g. pamphlets, newspaper, circular, notice. 5. It gives sufficient time to the receiver to send a proper feedback. 6. The sender gets much time to think and reflect his idea on paper. 7. It is accurate and precise. 8. It is accessible as per one's time and convenience. 9. Chances of distortion of messages are less. <i>(Note: Any four correct advantages of written communication should be given marks.)</i>	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$
	j)	How can a language act as a barrier to communication? Ans: Language can act as a barrier to communication when people have no common language to communicate with each other. Language barrier is also caused due to use of vague words, technical jargon, cultural barriers, pronunciations, allusions etc.	02
	k)	What is diagonal communication? Give one example. Ans: A person working at a higher level of authority in an organization may be required to correspond with a person working at a lower level or vice versa; this is called as diagonal communication. It may be internal or external communication. It does not follow any set pattern like vertical and horizontal communication. Example: General Manager of Shah Textiles corresponds with the Sales Manager of Raymond International. <i>(Note: Example may vary.)</i>	01 01
	l)	What is the importance of graphs, charts and tables in communication? Ans: Importance of graphs, charts and tables in communication: 1. Graphs, charts and tables show each nominal or ordinal category in a frequency distribution. 2. They display relative numbers or proportions of multiple categories. 3. They summarize a large data set in a visual form. They are precise. 4. They estimate key values at a glance. Therefore it is effective.	01 01 01 01



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1		<p>5. It is easily understood due to widespread use in business and in the media.</p> <p>6. It has an impact on the audience.</p> <p>7. It is easy to understand through visual display.</p> <p>(Note: Any two correct points should be given full marks.)</p>	<p>01</p> <p>01</p> <p>01</p>
2.	a)	<p>Attempt any <u>FOUR</u> of the following:</p> <p>What medium/channel would you select out of the list given in the bracket to handle communication situation given below? (Fax, Phone, Email, Circular, Notice, Telephone)</p> <p>i) Sending urgent official information containing some numerical data to your branch office at Pune.</p> <p>ii) Informing all your customers of the bank about the change in the working hours.</p> <p>iii) Communication with your friends who are living abroad.</p> <p>iv) Informing all the senior officers of an office about a meeting in the evening.</p> <p>Ans:</p> <p>i. Sending urgent official information containing some numerical data to your branch office at Pune.- Fax/Email</p> <p>ii. Informing all your customers of the bank about the change in the working hours.- Notice</p> <p>iii. Communication with your friends who are living abroad.- Phone / Telephone</p> <p>iv. Informing all the senior officers of an office about a meeting in the evening. - Circular</p>	<p>(16)</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
	b)	<p>Explain the communication process with a neat diagram.</p> <p>Ans: Diagram of communication process:</p> <pre>graph LR; SENDER --> PLANNING; PLANNING --> ENCODING; ENCODING --> TRANSMITTING; TRANSMITTING --> RECEIVER; RECEIVER --> RECEIVING; RECEIVING --> DECODING; DECODING --> GIVING FEEDBACK; GIVING FEEDBACK --> SENDER;</pre>	<p>02</p> <p>02</p>

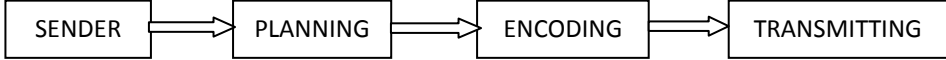
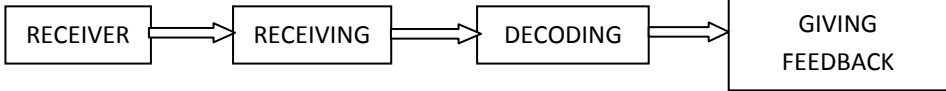


SUMMER- 2018 EXAMINATION

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Model Answer

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2.		<p>Sender's role: The person who sends the message is known as the sender. The sender has to perform the following functions:</p>  <pre>graph LR; S[SENDER] --> P[PLANNING]; P --> E[ENCODING]; E --> T[TRANSMITTING]</pre> <p>Receiver's role: The person who receives the message and gives feedback is called as receiver. The receiver has to perform the following functions:</p>  <pre>graph LR; R[RECEIVER] --> RE[RECEIVING]; RE --> D[DECODING]; D --> GF[GIVING FEEDBACK]</pre>	01 01 02
c)		<p>Explain any four principles of effective communication. Ans: The principles of effective communication are: 1. Clarity in encoding the message: Encoding of the message should be clear. For this, the sender should be aware of the purpose of communication. Clarity means it should not arise any confusion or question in the mind of the receiver. There should not be any ambiguity. 2. Clarity in stating the purpose: The message should state the purpose clearly. It should be direct in its intention. The sender should have no doubts about the purpose of communication. Only then, he will be able to express his thoughts in a concise or brief manner without giving unnecessary details. 3. Correctness of the message: The message should be correct. It should not have any incorrect information or misleading details. Then only, the communication will be effective. Incorrect messages are seldom effective. 4. Conciseness of the message: The key to effective communication is its conciseness and brevity. The sentence should always be short in length. This ensures understanding. Lengthy messages lead to confusion. 5. Completeness of the message: The message should be complete i.e. it should answer all the possible questions of the receiver. Insufficient knowledge confuses the receiver as it leaves him in doubt and distrust. 6. Coherence of the message: The message should have a logical sequence and flow. It should progress in such a way that the receiver gets a clear picture and is able to respond accordingly. 7. Courteous language: Language in all types of communication should always be courteous. The goodwill generated by courtesy helps in building long term relations.</p>	01 01 01 01 01 01



SUMMER- 2018 EXAMINATION

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2.		<p>8. Selection of proper channel: Selection of channel depends on the urgency of the message, the capacity of the receiver and availability of the resources to send the message. Proper channel ensures proper transmission of the message.</p> <p>9. Knowledge about the receiver: It is essential that the sender is aware of who the receiver is. This knowledge helps him in selecting the right words and proper channel. Sender should know receiver's age, experience, interest, knowledge, efficiency, intelligence, grasping power and retention power.</p> <p>10. Taking care of probable barriers: Sender and receiver both have the responsibility to make communication effective. They should anticipate probable barriers and plan accordingly. The barriers to communication must be removed to convey message effectively.</p> <p>11. Giving feedback: Sender should ensure that the message receives an expected feedback. Without feedback, effectiveness of the message cannot be judged. Feedback needs to be positive and prompt. Therefore the sender should take care that he defines the timeline accordingly.</p> <p>(Note: Any correct four principles of effective communication should be given marks.)</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>														
	d)	<p>Distinguish between formal and informal communication.</p> <p>Ans:</p> <table border="1"> <thead> <tr> <th>Formal Communication</th> <th>Informal Communication</th> </tr> </thead> <tbody> <tr> <td>1. Any official communication is formal communication because the receiver and sender have to follow certain principles, rules and regulations.</td> <td>1. Any unofficial communication is informal communication. Norms, rules and regulations are not followed in this communication.</td> </tr> <tr> <td>2. Formal communication is time bound because it is restricted to certain limit of time.</td> <td>2. It is not time bound. It may waste time.</td> </tr> <tr> <td>3. It is topic and language bound.</td> <td>3. It is not topic and language bound.</td> </tr> <tr> <td>4. Usage of slang, jargon and colloquial is not permitted in formal communication.</td> <td>4. Usage of slang, jargon and colloquial may occur in informal communication.</td> </tr> <tr> <td>5. Sometimes formal communication does not take place easily because of shyness among the workers or fear in their mind about how the authorities will take it.</td> <td>5. Informal communication is very quick as it spreads rapidly. It is an effective means of conveying informal messages quickly.</td> </tr> <tr> <td>6. Sometimes this communication takes the shape of an authoritative attitude which the subordinate may not like.</td> <td>6. This communication does not have any authoritative attitude.</td> </tr> </tbody> </table> <p>(Note: Student may write in form of paragraph. Differences may vary. Any four correct differences should be given marks.)</p>	Formal Communication	Informal Communication	1. Any official communication is formal communication because the receiver and sender have to follow certain principles, rules and regulations.	1. Any unofficial communication is informal communication. Norms, rules and regulations are not followed in this communication.	2. Formal communication is time bound because it is restricted to certain limit of time.	2. It is not time bound. It may waste time.	3. It is topic and language bound.	3. It is not topic and language bound.	4. Usage of slang, jargon and colloquial is not permitted in formal communication.	4. Usage of slang, jargon and colloquial may occur in informal communication.	5. Sometimes formal communication does not take place easily because of shyness among the workers or fear in their mind about how the authorities will take it.	5. Informal communication is very quick as it spreads rapidly. It is an effective means of conveying informal messages quickly.	6. Sometimes this communication takes the shape of an authoritative attitude which the subordinate may not like.	6. This communication does not have any authoritative attitude.	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
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2.	e)	<p>Explain the following terms with one example:</p> <p>i) Chronemics ii) Haptics</p> <p>Ans: i) Chronemics: Chronemics is related to the proper use of time. It is ethics of proper use of time to be observed in non verbal communication. The way an individual perceives and values time is a powerful communication tool. Time perceptions include punctuality, willingness to wait and interactions. It deals with the effective use of the time. Utilization of our time in our personal and professional life reflects the influence of our culture on us.</p> <p>Examples of Chronemics: A clerk comes late to his office every day.</p> <p>ii) Haptics: Haptics is communication by touch. It conveys emotions like affection, concern, friendliness, anger, displeasure, hate, violence, happiness and encouragement. Handshakes are common and easily accepted haptics in professional situations. Other forms of haptics are hugging, patting on shoulders, holding hands of friends to express concern or care, exchange of blows to express anger etc.</p> <p>Examples of Haptics: The child hugs his mother after winning first prize in dance competition.</p> <p><i>(Note: Examples may vary)</i></p>	<p>01 01</p> <p>01 01</p>
	f)	<p>Identify the type of barrier in the following:</p> <p>i) Spread ink on the newspaper. ii) Predetermined notion about something or someone. iii) There is a power failure when a public speaker is addressing a large gathering. iv) Inferiority complex in an employee.</p> <p>Ans:</p> <p>i. Spread ink on the newspaper.- Mechanical Barrier ii. Predetermined notion about something or someone.- Psychological Barrier iii. There is a power failure when a public speaker is addressing a large gathering.- Mechanical Barrier iv. Inferiority complex in an employee.-Psychological Barrier</p>	<p>01 01 01 01</p>
3.	a) i)	<p>Attempt any <u>ONE</u> of the following:</p> <p>As a head of the department, draft a memorandum for the students, who have been found using mobile phones in the college premises; warn them of a stern action.</p> <p>Ans: Required Format:</p> <p>1. Letterhead 2. Date 3. Title (Memorandum) 4. From 5. To 6. Subject 7. Relevant and Appropriate Matter 8. Signatory</p>	<p>(08)</p> <p>01 $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ 04 $\frac{1}{2}$</p>



SUMMER- 2018 EXAMINATION			17201
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		<p>Sample Draft:</p> <p>NEW PUNE POLYTECHNIC Shivajinagar, Pune-411 001</p> <hr/> <p>13 April 2018</p> <p>MEMORANDUM</p> <p>From: The Head of Computer Department</p> <p>To: Raj Mehta (Roll No. 52), Sunil Kadam (Roll No. 65) SYCO</p> <p>Subject: Using mobile phones in the college premises</p> <p>It has been observed that you were using mobile phones in the college premises which disturbed the other students. Using mobile phone is not allowed in the college premises. You are strictly warned not to use mobile phone in the premises. If this continues in the future, stern action will be taken against you.</p> <p>Sd/- Mr. B. N. Thorat The Head of Computer Department</p> <p><i>(Note: Information/Details may vary.)</i></p>	<p>01</p> <p>½</p> <p>½</p> <p>½</p> <p>½</p> <p>04 Marks for Matter</p> <p>½</p>
	ii)	<p>Draft a notice for the students regarding the forth coming 'Book Exhibition' organized by the students committee of your polytechnic institute.</p> <p>Ans: Required Format:</p> <ol style="list-style-type: none">1. Letterhead2. Date3. Title (Notice)4. Relevant and Appropriate Matter5. Signatory <p>Sample Draft:</p> <p>GOVERNMENT POLYTECHNIC Shivajinagar, Pune-411 001</p> <hr/> <p>11 November 2017</p> <p><u>NOTICE</u></p> <p>This is to inform all the students of Government Polytechnic that the most awaited 'Book Exhibition' will be organized by the Students Committee on 18 November 2017 at 10.30 am in the auditorium. All the students are requested to visit the 'Book Exhibition' and get the benefit of it.</p> <p>Sd/- Ms. D. R. Shewale Chairman, Students Committee</p> <p><i>(Note: Information/Details may vary.)</i></p>	<p>01</p> <p>01</p> <p>01</p> <p>04</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>04 Marks for Matter</p> <p>01</p>



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

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17201

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3.	b)	Attempt any <u>TWO</u> of the following:	(08)	
	i)	Explain the importance of eye-contact in communication with example. Ans: Importance of Eye Contact in communication is as follows: 1. Eyes are the windows to the soul. Maintaining eye contact with the speaker and listener is the most important part of non verbal communication. 2. Eye contact also attracts a person's attention. Thus, we can make sure that the listener is attentive while communicating. 3. Looking into a person's eye is the best way to understand his/her attitude to all that you speak. 4. If you avoid eye contact, it indicates the signs of fear, doubt, confusion, shyness, nervousness etc. For Example: 1. In an interview, the interviewee maintains eye contact that shows that his/her confidence. 2. If the interviewee does not maintain eye contact, it shows that he/she is nervous. <i>(Note: Any three correct points of importance and any one correct example should be given marks. Answer may be written in paragraph form. Example may vary.)</i>		01 01 01 01 01 01
	ii)	How does the sender's dress and appearance has an impact upon his/her communication? Ans: The dress and appearance of the sender has an impact upon his/her communication. The dress and physical appearance of a person conveys the attitude, liking, life style and social status of a person. A person who does not maintain himself/herself well is not likely to win the appreciation of the audience. If the choices go wrong, one cannot expect the right results. For example if we wear a crumpled dress for an interview, we will surely lose the job. Our choices of clothes, hairstyle, the jewellery we wear, can talk a great deal about our belief, attitude, values and status. It is also important to adapt our appearance according to the occasion like dressing for formal, semi formal and informal situations.		04
ii)	Identify the non-verbal code used in the following communication situation. Select your answer from the given list of codes (Proxemics, Kinesics, Vocalics, Chronemics, Haptics) 1. Maintaining distance while talking with your senior. 2. Nodding of your head. 3. Shrugging of shoulders. 4. Looking at the 'Watch' again and again. Ans: 1. Maintaining distance while talking with your senior.- Proxemics 2. Nodding of your head.- Kinesics 3. Shrugging of shoulders.- Kinesics 4. Looking at the 'Watch' again and again.- Chronemics	01 01 01 01		



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4.	a)	<p>Attempt the following.</p> <p>Write a letter of application along with your resume to 'Tata Motors Pvt. Ltd., Seepz, Andheri, Mumbai - 8 for the post of a Junior Engineer.</p> <p>Ans:</p> <p>Required Format of Application Letter :</p> <ol style="list-style-type: none">1. Date2. Sender's Address3. Receiver's Address4. Subject and Reference5. Salutation6. Relevant and Appropriate Matter7. Closure <p>Required Format of Resume :</p> <ol style="list-style-type: none">1. Personal Details2. Qualification Details3. Other Activities/Training/Experience etc.4. References <p>Sample Draft:</p> <p>13 April 2018</p> <p>Raj Sunil Patil 17, Bhavani Peth Pune-411002</p> <p>The HR Manager Tata Motors Pvt. Ltd. Seepz, Andheri, Mumbai – 8</p> <p>Subject : Application for the post of Junior Engineer Reference : Your advertisement in daily 'Times of India' dated 10 April 2018</p> <p>Dear Sir/Madam,</p> <p>With reference to the above mentioned subject, I would like to offer my candidature for the post of Junior Engineer in your reputed company. I have passed SSC and HSC from Maharashtra Board with Distinction. I have completed B.E. in Mechanical Engineering from Pune university. I am looking for a chance to enhance my career prospects. Given an opportunity, I assure you to work honestly. I am enclosing my resume for your kind reference.</p> <p>Thanking you and waiting for your favourable reply.</p> <p>Yours faithfully, Raj Sunil Patil</p> <p>Enclosure: Resume</p>	<p>(08)</p> <p>Format : 2 Marks</p> <p>Matter : 2 Marks</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>Format : 2 Marks</p> <p>Matter : 2 Marks</p>



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4.		<p style="text-align: center;">Resume</p> <p>Raj Sunil Patil 17, Bhavani Peth, Pune-411002 Mob.***** Email ID:*****</p> <p>Personal Details: Date of Birth : 12/06/1995 Hobbies : Playing Hockey, Singing and Dancing Nationality : Indian Languages Known : Marathi, Hindi and English</p> <p>Educational Qualification:</p> <table border="1"><thead><tr><th>Sr. No</th><th>Examination</th><th>Year of Passing</th><th>Board /University</th><th>Marks in %</th></tr></thead><tbody><tr><td>1</td><td>B.E. (Mechanical)</td><td>2017</td><td>Pune</td><td>88.24%</td></tr><tr><td>2</td><td>H.S.C.</td><td>2013</td><td>Maharashtra</td><td>89.20%</td></tr><tr><td>3</td><td>S.S.C.</td><td>2011</td><td>Maharashtra</td><td>92.36%</td></tr></tbody></table> <p>Extra-curricular activities: 1. Member of Sports Club, College of Engineering, Pune 2. Won first prize in Singing Competition 3. Participated in Hockey Tournaments at State level</p> <p>References: 1. Mr. P.M. Deshmukh HOD (ME), College of Engineering, Pune Contact: Mob.*****, Email ID:***** 2. Mrs. L. R. Kokate Principal, College of Engineering, Pune Contact: Mob.*****, Email ID:*****</p> <p>(Note: Format & details of resume can vary. Students may write an application letter in semi block or indented format.)</p>	Sr. No	Examination	Year of Passing	Board /University	Marks in %	1	B.E. (Mechanical)	2017	Pune	88.24%	2	H.S.C.	2013	Maharashtra	89.20%	3	S.S.C.	2011	Maharashtra	92.36%	01
Sr. No	Examination	Year of Passing	Board /University	Marks in %																			
1	B.E. (Mechanical)	2017	Pune	88.24%																			
2	H.S.C.	2013	Maharashtra	89.20%																			
3	S.S.C.	2011	Maharashtra	92.36%																			
	b) (i)	<p>Attempt any <u>ONE</u> of the following: A first year student was badly injured while performing workshop practical. As the Workshop Incharge, find out the reasons behind this accident, prevention in future and submit a report to the principal. Ans:</p>	(08)																				



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Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
4.		<p>Required Format:</p> <ol style="list-style-type: none">1. Date2. Sender's Address3. Receiver's Address4. Subject5. Salutation6. Relevant and Appropriate Matter7. Closure <p>Sample Draft: 13 April 2018</p> <p>The Workshop Incharge Pioneer Polytechnic M. G. Road, Camp Pune-411 001</p> <p>The Principal Pioneer Polytechnic M. G. Road, Camp Pune-411 001</p> <p>Subject: Report on an accident in the workshop</p> <p>Respected Sir,</p> <p>With reference to the above subject, I regret to inform you that an accident took place in our workshop on 12 April, 2018 at 2.00 pm while performing a welding job.</p> <p>Master Gaurav Salunkhe (Roll No. 415 FYME) was performing the practical in the welding section of workshop. While welding two iron rods, sparks fell on his clothes and he sustained serious burn injuries.</p> <p>First Aid Help: Gaurav was immediately given first aid by our workshop attendant. Later he was sent to the nearby hospital as the wound was deep. The doctor admitted him to the hospital and treatment was given to him. The doctor suggested him to stay in the hospital for a day.</p> <p>Causes of the Accident:</p> <ol style="list-style-type: none">1. The reason for the accident was the lack of attention on the part of Gaurav.2. He was performing practical without wearing the workshop overalls.	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>5</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>5 Marks for Matter</p>



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
4.		<p>Suggestions to avoid such accidents in future:</p> <ol style="list-style-type: none">1) Students should be instructed to wear the workshop overalls while performing the practicals.2) Training in safety measures should be given to the students.3) Instruction charts should be displayed in the workshop.4) All the activities must be carried out in the presence of supervisor only. <p>The above preventive measures should be implemented at the earliest to avoid accidents in future.</p> <p>This is for your information and necessary action.</p> <p>Thanking you</p> <p>Yours faithfully, Sd/- Workshop Incharge</p> <p><i>(Note: Students may write the report in Semi Block or indented format. Details may vary.)</i></p>	1/2
	(ii)	<p>Write a report on sudden fall in consumption of cold-drinks in your city. Give the reasons and necessary suggestions.</p> <p>Ans:</p> <p>Required Format:</p> <ol style="list-style-type: none">1. Date2. Sender's Address3. Receiver's Address4. Subject5. Salutation6. Relevant and Appropriate Matter7. Closure <p>Sample Draft:</p> <p>12 April 2018</p> <p>From Mr. Sunil Gupta Sales Manager Pune -411016</p> <p>To The Production Manager Fresh Cold-drink Pvt. Ltd. Pune -411016</p>	1/2 1/2 1/2 1/2 1/2 5 1/2 1/2 1/2 1/2



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
4.		<p>Subject: Report about fall in consumption of cold-drinks in our city</p> <p>Sir, With reference to the above subject, I want to inform you that there is fall in consumption of cold-drinks in our city. This year the consumption is declined by 15 % as compared to last year.</p> <p>Causes/Reasons of the decline:</p> <ul style="list-style-type: none">• Increasing competition in the market has become a threat.• The citizens prefer fresh juices and other beverages to cold drinks. <p>Suggestions to improve the consumption level:</p> <ul style="list-style-type: none">• We must run awareness program to increase consumption of cold-drinks in our city.• Price of cold-drinks in our city should be decreased.• Advertisement policies should be run in more effective manner. <p>If we implement the above mentioned suggestions, we can increase consumption of cold-drinks in our city. This is for your information and necessary action.</p> <p>Thanking You</p> <p>Yours truly, Sd/- Mr. Sunil Gupta</p> <p><i>(Note: Students may write the report in Semi Block or Indented format. Information/Details may vary.)</i></p>	<p>½</p> <p>½</p> <p>5 Marks for Matter</p> <p>½</p>
5.	a)	<p>Attempt any <u>FOUR</u> of the following:</p> <p>Describe the following in about 35-40 words:</p> <p>(i) Laptop: A laptop is an electronic machine that can be used to store information. It is made up of different components like keyboard, inbuilt mouse and screen/monitor. When we use a laptop, we give some instructions with the help of keys on keyboard. After processing the command, the desired outcome is displayed on the monitor. The data can be stored by saving the documents.</p> <p>(ii) Pen drive: Pen drive, also known as a USB flash drive, is a data storage device that includes flash memory with an integrated USB interface. It is removable and rewritable device. It is much smaller than an optical disc. Pen drive capacity arises from 1GB to 256 GB. It is often used for the same purposes for which floppy disks or CDs were once used i.e. for storage, data back-up and transfer of computer files. They are smaller, faster and have thousands of times more capacity. They are more durable and reliable because they have no moving parts.</p>	<p>(16)</p> <p>02</p> <p>02</p>



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
5.	b)	<p>Explain the types of listening. Ans: The types of listening are as follows:</p> <p>1) Passive listening: In passive listening, the listener is just physically present and there are no conscious efforts on his part to participate in the communication process. This type of listening takes place when some or many barriers act on the listener. He is not able to concentrate on the message due to some problems in the communication process. The listener is inert or indifferent as he is preoccupied with something else. The message is not absorbed and the passive listener will not be in a position to remember and recall the message in future.</p> <p>2) Selective listening: In this type, listening is done partially or selectively according to one's interest. People tend to listen to only that part/matter which they want to listen to. Selective listening takes place when the receiver is not able to concentrate or loses his focus. If the receiver considers himself to be better informed than the communicator, then selective listening is likely to take place.</p> <p>3) Active listening: Active listening is the key to effective communication. It is the most desirable type of listening. The listener makes efforts to decode the message and fully participate in the communication process. The barriers to listening are at minimum level and therefore effective listening takes place. The receiver of the message shows regard for the speaker, concentrates on what is said, reacts positively to the verbal and nonverbal clues of the speaker by showing empathy. In this way he makes it easy for the speaker to deliver his message successfully. He can remember and recall the message whenever required.</p> <p><i>(Note: Students may explain the types in brief.)</i></p>	04
	c)	<p>What is the difference between listening and hearing? Ans: Listening is the process of hearing with attention and concentration. It involves understanding and comprehension of the sounds and the words of the speaker by the listener. Hearing is the process of just taking note/cognizance of the words spoken by the speaker without any attention or understanding the matter. Hearing is a physical act while listening is intellectual involving both body and brain.</p>	04
	d)	<p>Write the advantages of graphic communication. Ans: Advantages of Graphic communication are as follows:</p> <ol style="list-style-type: none">1. Graphic communication shows each nominal or ordinal category in a frequency distribution. 012. It displays relative numbers or proportions of multiple categories. 013. It summarizes a large data set in a visual form. Charts, maps, graphics, symbols etc. are precise. 014. It estimates key values at a glance. Therefore, it is effective. 015. It is easily understood due to widespread use in business and media.6. It is easy to understand through visual display. 017. It has an impact on the audience. 018. There is no language barrier. 01 <p><i>(Note: Any correct four advantages of graphic communication should be given marks.)</i> 01</p>	01 01 01 01 01 01 01



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

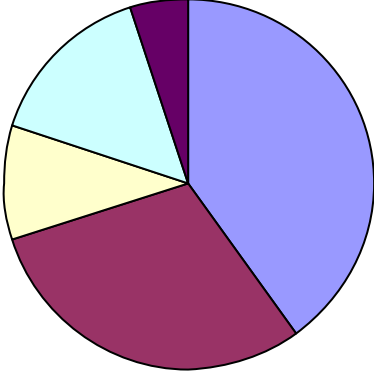
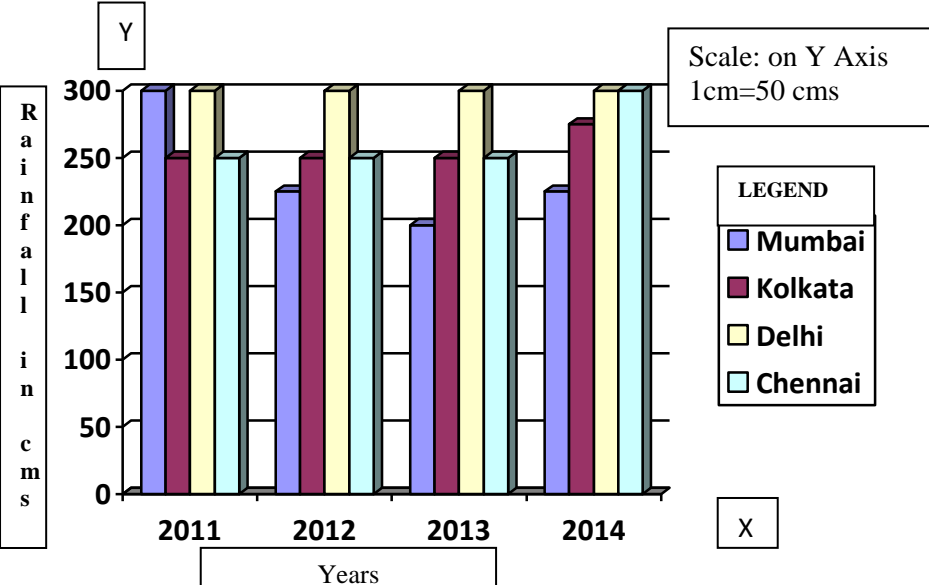
Q. No.	Sub Q. N.	Answer	Marking Scheme																																			
5.	e)	<p>Explain the role of artifacts in non-verbal communication.</p> <p>Ans: Artifacts refer to the objects of surroundings, the infrastructure and allied amenities in an organization/ in the room. For example, state-of-art infrastructure provides an enriching ambience and energizes the employees to work for longer hours and contributes effectively for the development of the organization. The objects in offices or houses often convey the signals about the occupant's information. The type of books or magazines that are read by the people also gives an idea about their tastes, likes and dislikes.</p> <p>A pleasant environment helps in communication. It includes elements like colour, ventilation, lighting and temperature. Layout of the surroundings and space arrangements convey status and sense of aesthetics. It creates an impact on the communication situation.</p>	04																																			
6.	a) i)	<p>Attempt any ONE of the following:</p> <p>The Central Government has allocated a total fund of Rs. 1200 crores for different rural development scheme. Out of this, the India Awas scheme gets Rs 480 crores; the Bal Aarogya scheme gets Rs 360 crores, the Gramin Sadak scheme gets Rs 120 crores; Gram Bijali Scheme gets Rs 180 crores; and the Tribal welfare scheme gets Rs. 60 crores.</p> <p>Instruction:</p> <p>1) Present the given information in tabular form.</p> <p>2) Prepare a pie-chart showing the break-up of fund.</p> <p>Ans:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Sr. No.</th> <th>Name of Rural Development Scheme</th> <th>Allocated Fund (In Crores)</th> <th>Calculation</th> <th>Angle/degree</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>India Awas Scheme</td> <td>480</td> <td>$480 \times 360 / 1200$</td> <td>144°</td> </tr> <tr> <td>2</td> <td>Bal Aarogya Scheme</td> <td>360</td> <td>$360 \times 360 / 1200$</td> <td>108°</td> </tr> <tr> <td>3</td> <td>Gramin Sadak Scheme</td> <td>120</td> <td>$120 \times 360 / 1200$</td> <td>36°</td> </tr> <tr> <td>4</td> <td>Gram Bijali Scheme</td> <td>180</td> <td>$180 \times 360 / 1200$</td> <td>54°</td> </tr> <tr> <td>5</td> <td>Tribal Welfare Scheme</td> <td>60</td> <td>$60 \times 360 / 1200$</td> <td>18°</td> </tr> <tr> <td colspan="2">Total</td> <td>1200</td> <td></td> <td>360</td> </tr> </tbody> </table>	Sr. No.	Name of Rural Development Scheme	Allocated Fund (In Crores)	Calculation	Angle/degree	1	India Awas Scheme	480	$480 \times 360 / 1200$	144°	2	Bal Aarogya Scheme	360	$360 \times 360 / 1200$	108°	3	Gramin Sadak Scheme	120	$120 \times 360 / 1200$	36°	4	Gram Bijali Scheme	180	$180 \times 360 / 1200$	54°	5	Tribal Welfare Scheme	60	$60 \times 360 / 1200$	18°	Total		1200		360	<p>(08)</p> <p>2 Marks for Calculations</p>
Sr. No.	Name of Rural Development Scheme	Allocated Fund (In Crores)	Calculation	Angle/degree																																		
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Total		1200		360																																		

SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme																									
6.		<div style="display: flex; justify-content: space-around; align-items: center;">  <div style="border: 1px solid black; padding: 5px;"> <p align="center">LEGEND</p> <ul style="list-style-type: none"> India Awas Scheme Bal Aarogya Scheme Gramin Sadak Scheme Gram Bijali Scheme Tribal Welfare Scheme </div> </div> <p align="center">Pie Chart Showing Fund Allocation For Different Rural Development Scheme</p>	<p>1 Mark for Legend</p> <p>04 Marks for presentation/ pie chart</p> <p>1 Mark for Title</p>																									
	(ii)	<p>Present the given data in a bar-graph. The data collected by a non governmental organization on seasonal rainfall received (in cms) during the years 2011, 2012, 2013 and 2014 in four metropolitan cities in India as following:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <thead> <tr> <th>City</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> </tr> </thead> <tbody> <tr> <td>Mumbai</td> <td>300</td> <td>225</td> <td>200</td> <td>225</td> </tr> <tr> <td>Kolkata</td> <td>250</td> <td>250</td> <td>250</td> <td>275</td> </tr> <tr> <td>Delhi</td> <td>300</td> <td>300</td> <td>300</td> <td>300</td> </tr> <tr> <td>Chennai</td> <td>250</td> <td>250</td> <td>250</td> <td>300</td> </tr> </tbody> </table> <p>Ans:</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: right;"> <p>1 Mark for Scale</p> <p>1Mark for Legend</p> <p>5 Marks for presentation</p> <p>1 Mark for Title</p> </div> </div> <p align="center">Bar Graph Showing Rainfall in cms in Various Cities in Different Years</p> <p align="center"><i>(Note: Student can draw bar graph in other way by taking Years on Y axis.)</i></p>	City	2011	2012	2013	2014	Mumbai	300	225	200	225	Kolkata	250	250	250	275	Delhi	300	300	300	300	Chennai	250	250	250	300	
City	2011	2012	2013	2014																								
Mumbai	300	225	200	225																								
Kolkata	250	250	250	275																								
Delhi	300	300	300	300																								
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SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme																				
6.	b)	<p>Attempt the following: Place an order to Tata-Mc-Graw Hill Publications, 141 Street, Mira Road, Mumbai for the book on Communication Skills and Spoken English Cassettes.</p> <p>Ans: Required Format : 1. Letterhead/Sender's Address 2. Date 3. Receiver's Address 4. Subject 5. Salutation 6. Relevant and Appropriate Matter 7. Closure</p> <p>Sample Draft</p> <p style="text-align: center;">Shivaji Polytechnic Satav Nagar, Hadapsar, Pune 411 028</p> <p style="text-align: right;">----- 13 April 2018</p> <p>To Sales Manager Tata Mc-Graw Hill Publications 141 Street, Mira Road Mumbai</p> <p>Subject: Order for the books on Communication Skills and Spoken English cassettes</p> <p>Dear Sir, With reference to the above, we thank you for your quotation no. TMCHP/Quote/2018/35 dated 10 April 2018 for the books on Communication Skills and Spoken English Cassettes. We agree with your terms and conditions. We are pleased to place an order for the following material:</p> <table border="1"><thead><tr><th>Sr. No.</th><th>Particulars</th><th>Qty</th><th>Rate</th><th>Amount (Rs)</th></tr></thead><tbody><tr><td>1)</td><td>Communication Skills</td><td>100</td><td>100/-</td><td>10,000/-</td></tr><tr><td>2)</td><td>Spoken English Cassettes</td><td>50</td><td>200/-</td><td>10,000/-</td></tr><tr><td colspan="4" style="text-align: right;">Total:</td><td>20,000/-</td></tr></tbody></table> <p>Kindly find the enclosed cheque number 12435 dated 12 April 2018 drawn on ICICI Bank for Rs. 20,000/- [Rupees Twenty Thousand only] favouring yourself towards full and final payment as requested by you. You are requested to ensure that the books on Communication Skills and Spoken English Cassettes are ready for delivery by April 25, 2018</p>	Sr. No.	Particulars	Qty	Rate	Amount (Rs)	1)	Communication Skills	100	100/-	10,000/-	2)	Spoken English Cassettes	50	200/-	10,000/-	Total:				20,000/-	<p>(08)</p> <p>1/2 1/2 1/2 1/2 1/2 5 1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>5 Marks for Matter</p>
Sr. No.	Particulars	Qty	Rate	Amount (Rs)																			
1)	Communication Skills	100	100/-	10,000/-																			
2)	Spoken English Cassettes	50	200/-	10,000/-																			
Total:				20,000/-																			



SUMMER- 2018 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

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6.		<p>in accordance with the terms of your offer.</p> <p>Thanking you</p> <p>Yours sincerely, Sd/- Mr. S. P. Toradkar Librarian</p> <p>Encl: Cheque number 12435 dated 12 April 2018 drawn on ICICI Bank for Rs. 20,000/-</p> <p><i>(Note: Students may write the letters in Semi Block or indented format. Information/Details can vary.)</i></p>	½