



17201

14115

3 Hours/100 Marks

Seat No.

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Instructions: (1) **All** questions are **compulsory**.
(2) Figures to the **right** indicate **full** marks.

MARKS

1. Answer **any ten** of the following questions in **25-30** words : **20**
- a) Define effective communication.
 - b) Explain any four principles of effective communication.
 - c) Define mechanical barrier of communication.
 - d) Explain the causes of language barriers.
 - e) Technical Jargon can become barriers of communication – explain.
 - f) Mention any three solutions of physical barrier.
 - g) Differentiate between encoding and decoding.
 - h) What are the causes of language barriers ?
 - i) How does 'status' act as a barriers ?
 - j) Write advantages and disadvantages of written communication.
 - k) Define body-language.
 - l) What are advantages and disadvantages of informal communication ?
2. Attempt **any four** of the following : **16**
- a) Match the column 'A' with column 'B'
- | A | B |
|---------------------|-------------------|
| 1) Waving of hand | response to music |
| 2) Showing fist | good-bye |
| 3) Upraised hands | calm down |
| 4) Tapping of feet | friendship |
| 5) Shaking of hands | threat |
- b) Explain the term chronemics.
 - c) What do you understand by the term 'Artifacts' ?
 - d) How does personal feeling, opinion, closed mindness affect the communication ?
 - e) What are the aspects of body-language ?
 - f) What is the importance of face to face communication and facial expression ?
3. A) Attempt **any one** of the following : **8**
- a) As a principal draft a notice about college festival for the academic year 2013-2014.
 - b) As a workshop supervisor draft a memo for an employee who is irregular and not punctual at workplace.

P.T.O.



- B) Attempt **any two** of the following : 8
- Explain the term 'Proximics' and how does it affect the communication.
 - What is the importance of eye contact in presentation and speech.
 - Explain the term vocalics and paralanguage.
4. A) Attempt the following : 8
Write a letter of application along with your resume to Century Reyon, Murbad road Shahad – 421103 Dis. – Thane for the post of Sr. Engineer (Electronics).
- B) Attempt **any one** of the following : 8
- Write a report on decrease in the production of cosmetic factory. Give suggestions.
 - There has been a fire on the workshop. As a workshop supervisor you have been appointed by board panel to investigate the malter. Submit your report as a investigation officer.
5. Attempt **any four** of the following : 16
- Explain the term gesture and postures.
 - Explain the types of listening.
 - How does sender's personal appearance impact upon his/her communication ?
 - State the non-verbal codes for the following
 - forward leaning
 - pat on shoulders
 - nodding of head
 - personal distance
 - Write advantages and disadvantages of graphic communication.
6. A) Attempt **any one** of the following : 8
- The information about the readership of the three magazines in a city is given below

Sr. No.	%	Magazine name
1	43%	India Today
2	30%	Frontline
3	27%	Sports Star

Prepare a Pie-chart for the data given above.
 - Present the following data in a Bar-graph.
Growth of branches of a bank

Sr. No.	No. of branches	Years
1	100	2000
2	200	2002
3	300	2004
4	400	2006
- B) Write an inquiry letter as a purchase manager from Hindustan Steels to the Supplier M/s Kumar and Sons about availability of raw materials. 8