

17201

21415

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on a new page.
(3) Illustrate your answers with neat sketches wherever necessary.
(4) Figures to the right indicate full marks.
(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. **Answer any TEN of the following questions in 25-30 words each:** **20**
- What is communication? Explain with a definition.
 - What is decoding? Who is the decoder of the message.
 - What is grapevine communication? Explain with example.
 - What is role of feedback in communication process?
 - Mention one solution to overcome language barrier.
 - What are advantages of oral communication?
 - Define graphic communication.
 - Explain horizontal communication? Give one example.
 - What is formal communication? Give one example.

P.T.O.

- j) What is generation Gap?
- k) What is diagonal communication?
- l) Define verbal communication.

2. Answer any FOUR of the following:

16

- a) Classify the following examples into Verbal and Non-Verbal communication or both. Make three columns: Raising hand, Speech, Report, Traffic Signal, Chatting on Internet, Notice, Sign of speed breaker, Interview.
- b) Select the channel (Medium) from the given options which will best suit for following purposes, if you were the sender (Options - E-mail, Gestures, telephone, Notice, memo, posters)
 - (i) To communicate with friend who is staying aboard:
 - (ii) To warn employee to avoid misbehaviour in the company.
 - (iii) To communicate to a person who is dumb and deaf.
 - (iv) Inviting your friends for a get together.
- c) Explain Day Dreaming and Closed Mind as Psychological Barrier to communication.
- d) The teacher is teaching the topic 'Types of sentences' in the classroom and all of sudden an aeroplane passes over the school. The student who are listening to the teacher get distracted and lose track of information being passed by the teacher to them. They are unable to answer the question. This loss of information is due to the noise created by the aeroplane. Identify the type of barrier and give two measures to overcome this barrier.

- e) 'Communication is a two way process' Explain with diagram and example.
- f) What is importance of eye-contact in communication.

3. a) Attempt any ONE of the following:

8

- (i) As Head of the Department devise a memo for the first year students on following points.

Subject : Poor attendance in Theory and practicals.

Purpose : Warning of stern action.

- (ii) Draft a notice as a Librarian of your college to inform all the students about the change in the working hours of the library.

b) Attempt any TWO of the following:

8

- (i) Identify the non-verbal code used in the following communication situations. Select your answer from the given list of codes (Proxemics, Kinesics, Vocalics, Chronemics, Haptics)

- 1) Person has shaky voice
- 2) Blank face indicates expressionless face.
- 3) Touching feet of elders.
- 4) Arriving late for the interview.

- (ii) What is chronemics? Elaborate by giving two examples.
- (iii) What is posture? What tips should be followed during formal presentation?

4. a) Attempt the following:**8**

Write a letter of application to Cognizant Pune-16 for the post of Junior Engineer. Attach your resume.

b) Attempt any ONE of the following:**8**

- (i) The production target for the first six months in automobile industry has declined by 25% as compared to last year. As the Production Manager draft a report to the higher authorities stating the reasons and solutions for the fall in production.
- (ii) Draft an accident report which took place in the work shop of your college. Suggest the preventive measures.

5. Attempt any FOUR of the following:**16**

- a) Write technical description of the following in 45-50 words.
 - (i) Pen drive
 - (ii) Calculator
- b) State the techniques of effective listening.
- c) What are the effects of good listening?
- d) Your friend is going to perform a skit in the class tomorrow. Prepare guidelines for him on the following factors.
 - (i) Facial expression
 - (ii) Dressing/Grooming

- e) State the types of communication involved in following situation. Present all the elements in communication process diagram.

An old man making enquiry with booking clerk about reservation of a ticket to Delhi. The clerk says that the tickets are not available.

6. a) Attempt any ONE of the following:

8

- (i) The following is the age-wise readership of 'The Times of India' a daily newspaper.

Age group	Readership in (%)
16-25	10
26-35	27
36-45	17
46-55	22
56-65	24

Present the above data in the form of a pie-chart

- (ii) A state level paper presentation competition was held to commemorate the Engineers' Day in a polytechnic. The coursewise response of students was as below. Design a bar graph to represent the data about coursewise participation.

Course	No. of students participating
Electronics and Telecommunication	16
Computer Technology	14
Mechanical Engineering	12
Civil Engineering	16
Electrical Engineering	18

b) Attempt the following:

8

As a Store Manager write a letter to Swastik Furniture inquiring availability of wooden furniture, cost and terms of purchase.
