

17201

11819

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) Assume suitable data, if necessary.
 - (6) Use of Non-programmable Electronic Pocket Calculator is permissible.
 - (7) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. **Attempt any TEN of the following questions in about 25-30 words each:** **20**
- a) Draw the cycle of communication and explain any two components of the cycle.
 - b) Name different types of vertical communication. Explain any one of them.
 - c) Define the term ‘Vocalics’.
 - d) Explain the importance of proper encoding in the process of communication.
 - e) What are the disadvantages of “Grape Vine” communication?
 - f) What is horizontal communication? Write any two features of horizontal communication.

P.T.O.

- g) What is completeness and clarity of the message?
- h) Define a “Barrier to communication”.
- i) What are the advantages of graphical communication?
- j) Explain with illustration an “Environmental Barrier” in communication.
- k) Explain the importance of communication skills for an engineer.
- l) Write any two ways to overcome “Language Barrier”.

2. Attempt any FOUR of the following:

16

- a) Classify the following into verbal and non-verbal communications or both. Arrange them in three columns: “Staring, raised palm, debate, notice, road-side board, memos, chatting on net, whatsapp message, job application.”
- b) Select a proper channel (medium) from the given options that will best suit the following purposes of the sender [Options : Posters, Radio, letter, memo, gestures, internet, News papers, whatsapp]
 - (i) To make people aware of various government welfare schemes.
 - (ii) To warn your sub - ordinate for his negligence in the work.
 - (ii) To encourage people in your locality for “Bharat Swach Abhiyan”.
 - (iv) Send the photos of your project work to your friends.
- c) Justify with illustration, how generation gap is a “Barrier to communication”.
- d) During Maths lecture, Suresh doesn't concentrate on the teaching, as he dislikes it. Explain which type of barrier it is. Suggest a remedy to overcome this barrier.
- e) How are principle of corrections, conciseness and completeness of the message helpful in effective communication? Explain with illustrations.
- f) What are Physiological and Psychological barriers in communication? Explain each with one example. Suggest the solution for it as well.

3. a) Attempt any ONE of the following:**8**

- (i) As a head of an institute, draft a notice for all the third year students to pay their due fees instantly.
- (ii) As a Bank Manager prepare a congratulatory memo to the loan recovery dept for 100% loan recovery in the year 2015-16

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

- (i) Identify the non verbal codes used in the following communication situation. Select your answer from the given list of codes [Proxemics, Kinesics, Vocalics, Chronemics, haptics]
 - (1) The bowler appeals to the umpire for out but the umpire looks other way / other side.
 - (2) You go to the principal of your college for a demand. You talk to him from some distance.
 - (3) You are sad for getting less marks. Your mother puts her hand on your head to pacify you.
 - (4) You are called for a meeting at 11.00 am. You reach there at 10.55 am. You find your boss already seated at the meeting table.
- (ii) Write any four techniques of improving listening skill.
- (iii) What is a Posture? What kind of Posture would you follow during a formal and an informal situation?

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

Required an automobile engineer for TELCO plant in Pune. Write a job application in response to the same, to The Personnel Manager, Box No. 10, TELCO, 5th floor, one forbes, Dr. V.B. Gandhi Marg, Fort, Mumbai - 400 001. Attach your resume to the application.

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

- (i) Draft an accident report on fire caused due to short circuit at an automobile factory.
- (ii) Amul Ice creams Ltd has a fall in production of ice - creams at the peak season. As a production manager prepare a report showing the causes for the fall in production. Suggest the remedies for the improvement.

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

- a) Your friend is going to deliver a speech. Prepare a guideline for him / her on the following factors.
 - (i) Dressing and appearance
 - (ii) Facial expression and Eye contact.
 - (iii) Gesture, Posture and Vocalics.
- b) Explain the role of Proxemics and Chronemics in non verbal communication with an example each.
- c) Differentiate between Active listening and Selective listening.
- d) You are a construction site engineer. You telephone a cement supplier, demanding 300 bags of Ultra Tech Cement. The supplier confirms the order and sends the consignment with in 3 hours. to your site. Draw a diagram of cycle of communication and represent all the components in the situation given, in the cycle.
- e) Write any four advantages of good listening.

6. a) Attempt any ONE of the following:

8

(i) You have visited Sahayadri mountains on 5th June, the world environment day. You found various trees / plants with the following density. Prepare a pie chart for the same.

(1) Evergreen trees / plants - 40%

(2) Deciduous plants - 20%

(3) Herbs - 25%

(4) Thorny shrubs - 15%

(ii) Given below is the record of progress made by few industries in India. Draw a bar graph to represent the information.

Industries		Production in thousand tonnes		
		2014	2015	2016
1)	Iron and Steel	70	75	85
2)	Cement	75	80	90
3)	Coal	60	70	80
4)	Food Processing	40	45	60

b) Attempt the following:

8

As a purchase manager of Master Electricals, Write an inquiry letter to L/T switch gears, IS. S.V. road, Charni road, Mumbai -34. Inquiring about different types of switch gears available, with different ampere ratings and the quantity of each type that you require.

OR

As a purchase manager of an Industry. Write a letter of complaint to supply manager Saint Gobain glass, 10 M.G. Road, Pune - 5 about the broken glass sheets that you have received. Complain about the low quality of packaging. Also demand for the replacement of the broken glass sheets.
