



WINTER– 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 judgement 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)	<p>Attempt any <u>TEN</u> of the following questions in about 25-30 words each:</p> <p>Draw the cycle of communication and explain any two components of the cycle.</p> <p>Ans: Cycle of Communication:</p> <pre> graph LR S[SENDER] -- ENCODE --> M[MESSAGE] M --> C[CHANNEL] C -- DECODE --> R[RECEIVER] R -- FEEDBACK --> S subgraph IDEA direction TB I1[IDEA] I2[IDEA] end I1 --- S I2 --- R </pre> <p>Components of the communication cycle:</p> <ol style="list-style-type: none"> 1. Sender: A sender is a person who intends to convey/ transfer ideas, thoughts, information, feeling etc. to another person or persons. 2. Message: It is the intended outcome that the sender desires to communicate to the receiver. 3. Channel: The channel is a carrier of the message via which a message is delivered to the receiver. 4. Receiver: The person, who receives, interprets the message and sends feedback to the sender is the receiver. 5. Feedback: It is the response given by the receiver to the sender. It is the final link in the communication cycle that completes the communication cycle. <p><i>(Note: Any two correct elements should be given 1/2 mark each.)</i></p>	<p>(20)</p> <p>01</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>
	b)	<p>Name different types of vertical communication. Explain any one of them.</p> <p>Ans: Different types of Vertical Communication are as below:</p> <ol style="list-style-type: none"> 1) Upward Communication 2) Downward Communication 	01



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1.		<p>1) Upward Vertical Communication: When a person working at lower level in the organizational hierarchy communicates with the person working at a higher level, it is called upward communication.</p> <p>2) Downward Vertical Communication: When a person working at the higher level in an organization communicates with the person working at lower level, it is called Downward Communication. It flows from the higher authorities to lower level up to workers.</p> <p><i>(Note: Explanation of any correct type should be given mark.)</i></p>	<p>01</p> <p>01</p>
	c)	<p>Define the term 'Vocalics'.</p> <p>Ans: Vocalics refers to voice modulation. It deals with expressions of emotions and feelings with the help of different tones of our voice. The voice of a person also reveals important traits of personality. Though we cannot change our voice, there are different tones of voice which can be worked on to create the impact on our listener while we deliver a speech, participate in a debate or make a presentation. Voice is a very powerful tool for communication. It can convey feelings of delight, excitement, grief, boredom and much more. For example, a good officer has a commanding voice, singers usually have a sweet and soft voice, a nervous person has a shaky voice, and a person scared of something has a shrieking voice.</p> <p><i>(Note: Examples may vary.)</i></p>	02
	d)	<p>Explain the importance of proper encoding in the process of communication.</p> <p>Ans: 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 which results in effective communication.</p>	02
	e)	<p>What are the disadvantages of "Grape Vine" communication?</p> <p>Ans: Disadvantages of "Grape Vine" communication are as below:</p> <ol style="list-style-type: none">1. It is not time bound because the conversation is listless and goes beyond the scope of purpose. Therefore it leads to waste of time.2. It may spread false and incorrect news / rumours about an organization. Therefore it can never be relied upon.3. It may spoil the reputation of an organization.4. It leads to ego and jealousy problems. <p><i>(Note: Any two correct points can be given marks.)</i></p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>
	f)	<p>What is horizontal communication? Write any two features of horizontal communication.</p> <p>Ans: When persons working at the same levels communicate with each other in the organization, it is called as horizontal communication. Horizontal communication is essential for proper co-ordinate among people working at the same level.</p>	01



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1.		Features of horizontal communication: 1. Horizontal communication improves the quality of team work. 2. It leads to co-ordination among workers and it is helpful for smooth functioning of a company. 3. Routine problems can be sorted out easily. 4. It is possible to take quick decisions and prompt action. 5. Too much time may be wasted if proper control is not exercised. 6. Chances of misunderstanding are there if mutual faith is not developed. 7. Use of technical language can act as a barrier in horizontal communication. 8. There can be professional jealousy in this communication. <i>(Note: Any two correct features can be given 1/2 mark each.)</i>	1/2 1/2 1/2 1/2 1/2 1/2 1/2 1/2
	g)	What is completeness and clarity of the message? Ans: 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. Clarity of the message: The message should be clear. Clarity means it should not create any confusion or question in the mind of the receiver. There should not be any ambiguity. For this, the sender should be aware of the purpose of communication.	01 01
	h)	Define a "Barrier to communication". Ans: 1. Barriers to communication are all those things that hinder the communication process and result in some kind of distortion of the message. 2. A "communication barrier" is anything that interferes with the transfer of intended or planned message from the sender to the receiver. 3. Anything that interferes with any of the elements of communication process is a barrier to communication. <i>(Note: Any correct definition can be given marks.)</i>	02 02 02
	i)	What are the advantages of graphical communication? Ans: Advantages of Graphical communication: 1. Graphical communication shows each nominal or ordinal category in a frequency distribution. 2. It displays relative numbers or proportions of multiple categories. 3. It summarizes a large data set in a visual form. Charts, maps, graphics, symbols etc. are precise. 4. It estimates key values at a glance. Therefore it is effective. 5. It is easily understood due to widespread use in business in the media. 6. It is easy to understand through visual display. 7. It has an impact on the audience. <i>(Note: Any two correct advantages can be given marks.)</i>	01 01 01 01 01 01 01
	j)	Explain with illustration an "Environmental barriers" in communication. Ans: Environmental barriers are those that take place in the surroundings of the sender and receiver. They hamper the communication process.	



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1.		Such environmental barriers occur due to interference of noise and the physical distance between the sender and receiver. Illustration: The teacher is teaching, the topic, "Types of Sentences" in the classroom and all of a sudden, an aeroplane passes over the school. The students who are listening to the teacher get distracted and lose track of the information being passed by the teacher to them. They are unable to answer the question. This loss of information on the part of the students is due to the noise created by the aeroplane in the external environment. Therefore 'noise created by the aeroplane' is an environmental barrier <i>(Note: Example may vary.)</i>	01 01
	k)	Explain the importance of communication skills for an engineer. Ans: Importance of communication skills for an engineers is as below: 1. Communication skills are necessary for an engineer in an interview to get the job. 2. A communication skill is also required for an engineer to interact among people working at different levels like management and employees. 3. It is also useful in creating and maintaining professional relationship with other organization 4. It is tool of supervision for an engineer. 5. It is essential for engineers to motivate co-workers. 6. It is also useful for an engineer to acquire information. 7. It is helpful in planning & co-ordination. 8. It is useful for understanding problems of the workers and co-workers. 9. Communication skills are necessary for engineers to encourage ideas and suggestion. <i>(Note: Any two correct points can be given marks.)</i>	01 01 01 01 01 01 01 01 01
	d)	Write any two ways to overcome "Language Barrier". Ans: The different ways of overcoming language barriers are as follows: 1. Speak slowly and clearly- One should focus on enunciating and slowing down the speech. Don't rush through communication. 2. Ask for clarification - Instead of assuming the understanding of what others say, politely ask for clarification. 3. Frequently check for understanding – Check both that you have understood what has been said and that others have fully understood you 4. Avoid idioms – Business language is often contextual and therefore culture specific. Avoid using the phrases that require knowledge of other information. 5. Be careful of technical jargons – If technical jargons are used, a description of the same should be provided to the receiver. 6. Be specific – Spell out your expectations and deadlines clearly.	01 01 01 01 01



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1.		<p>7. Choose your medium of communication effectively- Choose your form of communication carefully. Don't overuse any medium. In case a medium is ineffective, switch to another one.</p> <p>8. Provide information via multiple channels – Follow phone calls with emails that summarize what has been said.</p> <p>9. Be patient – Keep patience while communicating with others so that communication takes place with ease and proper pace. (Note: Any two correct points can be given marks.)</p>	<p>01</p> <p>01</p> <p>01</p>															
2.	a)	<p>Attempt any FOUR of the following: 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."</p> <p>Ans:</p> <table border="1"> <thead> <tr> <th>Verbal</th> <th>Non-verbal</th> <th>Both</th> </tr> </thead> <tbody> <tr> <td>notice</td> <td>Staring</td> <td>debate</td> </tr> <tr> <td>memos</td> <td>raised palm</td> <td>chatting on net</td> </tr> <tr> <td>job application</td> <td></td> <td>Road-side board</td> </tr> <tr> <td></td> <td></td> <td>Whatsapp message</td> </tr> </tbody> </table>	Verbal	Non-verbal	Both	notice	Staring	debate	memos	raised palm	chatting on net	job application		Road-side board			Whatsapp message	(16)
Verbal	Non-verbal	Both																
notice	Staring	debate																
memos	raised palm	chatting on net																
job application		Road-side board																
		Whatsapp message																
	b)	<p>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]</p> <p>Ans: (i) To make people aware of various government welfare schemes. - News papers /Radio/ Posters</p> <p>(ii) To warn your sub - ordinate for his negligence in the work. - Memo</p> <p>(ii) To encourage people in your locality for "Bharat Swach Abhiyan". - Posters</p> <p>(iv) Send the photos of your project work to your friends. - whats app</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>															
	c)	<p>Justify with illustration, how generation gap is a "Barrier to communication".</p> <p>Ans: It is observed that there is difference in the way of thinking between the persons of different age groups which creates problem in understanding each other. For a generation, the difference of age is normally 18 to 20 years. Gap of age causes difference in thinking, which is called as generation gap. For example, age difference between parents and children or grandparents and grandchildren can create barrier in communication.</p> <p>Illustration: A father who denies to buy his son a motorbike, maybe is worried about his son's safety on road, but the son misunderstands his father thinking that the father does not want to spend money for his son. This generation gap occurs on account of lack of communication between the two. This creates a rift between them.</p>	<p>02</p> <p>02</p>															



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2.	d)	<p>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.</p> <p>Ans: This is Psychological barrier.</p> <p>Remedies to overcome this barrier.: We can overcome this barrier in following ways:</p> <ol style="list-style-type: none">1. Self-affirmation: Positive self assertion can help Suresh in convincing himself that it is beneficial for him.2. He should be open to learn Mathematics so that his likeness will be created in the subject.3. He should develop a befitting attitude.4. He should train his mind to fight with such dislikes.5. He should learn to become more emotionally intelligent. This means learn to handle his emotions and those of others. <p><i>(Note: Any three correct points can be given marks.)</i></p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
	e.	<p>How are principle of corrections, conciseness and completeness of the message helpful in effective communication? Explain with illustrations.</p> <p>Ans: The principle of corrections, conciseness and completeness of the message helpful in effective communication in following ways:</p> <ol style="list-style-type: none">1. 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.2. Conciseness of the message: The key to effective communication is its conciseness and its brevity. The sentence should always be short in length. This ensures understanding. Lengthy messages lead to confusion.3. 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. It leads to ineffective communication.	<p>04</p>
	f)	<p>What are Physiological and Psychological barriers in communication? Explain each with one example. Suggest the solution for it as well.</p> <p>Ans: Physiological barrier: A physiological barrier to communication is the result of a sensory dysfunction, either on the part of the receiver or the sender. Speaking, hearing and seeing are fundamental parts of effective communication. While communicating, a person uses his/her vocal (speech) organs to produce sound/speech, hands and fingers to write, ears to hear the spoken words and eyes to see the written words. Proper functioning of these body organs is necessary for effective communication to take place. In case of any defect in any of these organs, the successful completion of communication will be difficult to accomplish.</p>	



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3.		<p>Sample Draft:</p> <p style="text-align: center;">MODERN POLYTECHNIC 412, M.G. Road, Shivajinagar, Pune-411001</p> <hr/> <p style="text-align: right;">14 November, 2018</p> <p style="text-align: center;"><u>NOTICE</u></p> <p>All the third year students of Modern Polytechnic are hereby informed that the last date of paying remaining fees is 21 November, 2018. Therefore all students are instructed to pay their due fees instantly. If the students fail to pay fees on or before due date, late charges will be applied.</p> <p style="text-align: right;">Sd/- Dr. M. R. Mahajan Principal</p> <p><i>(Note: Details can vary.)</i></p>	<p style="text-align: right;">01</p> <p style="text-align: right;">01</p> <p style="text-align: right;">01</p> <p style="text-align: right;">04 Marks for Matter</p> <p style="text-align: right;">01</p>
(ii)		<p>As a Bank Manager, prepare a Congratulatory memo to the loan recovery dept for 100% loan recovery in the year 2015-16.</p> <p>Ans: Required Format:</p> <ol style="list-style-type: none">1. Letterhead2. Date3. Title (Memorandum)4. From5. To6. Subject7. Relevant and Appropriate Matter8. Signatory <p>Sample Draft:</p> <p style="text-align: center;">STATE BANK OF MAHARASHTRA 1702, Shivajinagar, Pune-411 001</p> <hr/> <p style="text-align: right;">14 April, 2016</p> <p style="text-align: center;"><u>MEMORANDUM</u></p> <p>From: Bank Manager</p> <p>To: Loan Recovery Department</p> <p>Subject: Congratulation for 100% loan recovery in the year 2015-16</p>	<p style="text-align: right;">01</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">04</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">01</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p> <p style="text-align: right;">1/2</p>



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3.		<p>It was found that 'The Loan Recovery Department' of State Bank Of Maharashtra has done excellent job by doing 100% loan recovery in the financial year 2015-16. Therefore The Loan Recovery Department is hereby congratulated for their superb performance.</p> <p>sd/- Mr. G. K. Gupta Bank Manager</p> <p>(Note: Details can vary.)</p>	<p>04 Marks for Matter</p> <p>½</p>
	b)	<p>Attempt any TWO of the following:</p>	(08)
	(i)	<p>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]</p> <p>(1) The bowler appeals to the umpire for out but the umpire looks other way / other side.- Kinesics</p> <p>(2) You go to the principal of your college for a demand. You talk to him from some distance. - Proxemics</p> <p>(3) You are sad for getting less marks. Your mother puts her hand on your head to pacify you. - haptics</p> <p>(4) You are called for a meeting at 11.00 am. Your reach there at 10.55 am. You find your boss already seated at the meeting table. - Chronemics</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>
	(ii)	<p>Write any four techniques of improving listening skill.</p> <p>Ans: The different techniques of improving listening are as follows:</p> <ol style="list-style-type: none"> 1. Have a receptive mind 2. Minimize the distracting factor 3. Listen with interest, enthusiasm and maturity 4. Empathize with the speaker 5. Control your emotions and listen patiently 6. Do not argue or criticize unnecessarily 7. Put the speaker at ease by your positive body language <p>(Note: Students are expected to write any four techniques.)</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
	(iii)	<p>What is a Posture? What kind of Posture would you follow during a formal and an informal situation?</p> <p>Ans: Posture refers to the way we stand, sit and carry ourselves. It tells how bold, confident, submissive or timid a person is. A person, who stands, sits and walks upright, commands respect and attention. Therefore, a professional has to cultivate and maintain elegance in his/her own sitting, standing and walking posture.</p> <p>Posture I would like to follow during formal presentation:</p> <ol style="list-style-type: none"> 1. Do not droop the shoulders. 2. Lift the feet clearly off the floor while walking, avoid dragging them. 3. Do not sit on the edge of the chair as it communicates unease and discomfort. 	<p>02</p> <p>½</p> <p>½</p> <p>½</p>



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		4. Avoid crossing the legs while sitting or standing before your audience. 5. Do not lean on the lectern/podium. Posture I would like to follow during informal presentation: In informal communication, people are friendly and known to each other and most of the time, they do not pay attention on posture. <i>(Note: Students are expected to write any two points in 'Posture I would like to follow during formal presentation'.)</i>	1/2 1/2 01
4.	a)	Attempt the following: 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. Ans: Required Format of Application Letter: 1. Date 2. Sender's Address 3. Receiver's Address 4. Subject and Reference 5. Salutation 6. Relevant and Appropriate Matter 7. Closure Required Format of Resume: 1. Personal Details 2. Qualification Details 3. Other Activities/Training/Experience etc. 4. References Sample Draft: 14 November, 2018 Pushkar Sunil Shitole 575, Ghorpade Peth, Pune-411042 To The Personnel Manager Box No. 10, TELCO, 5th floor One Forbes, Dr. V.B. Gandhi Marg, Fort Mumbai - 400 001. Subject : Application for the post of an automobile engineer for TELCO plant in Pune Reference: Your advertisement in daily 'Times of India' dated 12 November, 2018	(08) Format : 2 Marks Matter : 2 Marks 1 1 1 1 2 Marks for Format



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4.		<p>Dear Sir/Madam,</p> <p>With reference to the above mentioned subject, I would like to offer my candidature for the post of an Automobile Engineer for TELCO plant in Pune.</p> <p>I have passed SSC and HSC from Maharashtra Board with Distinction. I have completed B.E. in Automobile Engineering from Pune university.</p> <p>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, Pushkar Sunil Shitole</p> <p>Enclosure: Resume</p> <p>Resume Pushkar Sunil Shitole 575, Ghorpade Peth, Pune-411042 Mob.***** Email ID:*****</p> <p>Personal Details: Date of Birth : 12/06/1995 Health : Good Hobbies : Playing Hockey, Singing, 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. (Automobile Engineering)</td> <td>2017</td> <td>Pune</td> <td>74.45%</td> </tr> <tr> <td>2</td> <td>H.S.C.</td> <td>2013</td> <td>Maharashtra</td> <td>82.45%</td> </tr> <tr> <td>3</td> <td>S.S.C.</td> <td>2011</td> <td>Maharashtra</td> <td>90.36%</td> </tr> </tbody> </table> <p>Extra-curricular activities: 1. Member of Sports Club (Tennis), College of Engineering, Pune 2. Won first prize in Elocution Competition 3. Participated in Tennis Team at State level</p>	Sr. No	Examination	Year of Passing	Board /University	Marks in %	1	B.E. (Automobile Engineering)	2017	Pune	74.45%	2	H.S.C.	2013	Maharashtra	82.45%	3	S.S.C.	2011	Maharashtra	90.36%	<p>2 Marks for Matter</p> <p>01</p> <p>01</p>
Sr. No	Examination	Year of Passing	Board /University	Marks in %																			
1	B.E. (Automobile Engineering)	2017	Pune	74.45%																			
2	H.S.C.	2013	Maharashtra	82.45%																			
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4.		References: 1. Dr. S. D. Bhingare Principal, College of Engineering, Pune Contact: Mob.*****, Email ID:***** 2. Mr. R. H. Kadam HOD (Automobile Engineering), College of Engineering, Pune Contact: Mob.*****, Email ID:***** <i>(Note: Format & details of resume can vary. Students may write an application letter in semi block or indented format.)</i>	01
b) (i)		Attempt any ONE of the following: Draft an accident report on fire caused due to short circuit at an automobile factory. Ans: Required Format: 1. Date 2. Sender's Address 3. Receiver's Address 4. Subject 5. Salutation 6. Relevant and Appropriate Matter 7. Closure Sample Draft: 14 November, 2018 From: The Production Manager Shyam Automobile Factory Chakan MIDC, Pune-412108 To, The General Manager Shyam Automobile Factory Chakan MIDC, Pune-412108 Subject: Report on the accident in the factory due to short circuit Sir, With reference to the above subject, I regret to inform you about the fire that took place in our factory on 12 th November, 2018 at 1.00 pm. One worker was injured in this accident. The worker was immediately given first aid by our resident doctor and later he was sent to the nearby hospital as the wound was deep. Appropriate treatment was given by the doctor. The worker was advised to take rest.	(08) 1/2 1/2 1/2 1/2 1/2 5 1/2 1/2 1/2 1/2 1/2 1/2



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4.		<p>The following are the Findings/ Causes of the Accident:</p> <ol style="list-style-type: none">1. The fire broke out due to short circuit in the factory.2. As factory is situated on the ground floor, the numbers of rats are increased in the factory.3. Rat nibbled the wire which results into cutting of the outer layer of the wire.4. When a worker switched on the machine, damaged wire caught fire due to short circuit. <p>Suggestions:</p> <ol style="list-style-type: none">1. Action should be taken to prevent nibbling wires from rat.2. High quality wire should be used in the factory.3. Fire extinguishers should be kept in the factory.4. Fire alarm system should be installed. <p>The above preventive measures should be implemented at the earliest to avoid any accident in the future. This is for your information and necessary action.</p> <p>Thanking you</p> <p>Yours truly, The Production Manager</p> <p><i>(Note: Students may write the report in Semi Block format. Details may vary.)</i></p>	<p>5 Marks for Matter</p> <p>1/2</p>
(ii)		<p>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.</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>05 May, 2017</p> <p>From The Production Manager Amul Ice creams Ltd. MIDC Industrial Area Chakan, Pune -412109</p>	<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>



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4.		<p>To The General Manager Amul Ice creams Ltd. MIDC Industrial Area Chakan, Pune -412109</p> <p>Subject: Report about the fall in production of ice-creams</p> <p>Sir, I regret to inform you that our company, Amul Ice creams Ltd, has a fall in production of ice - creams at the peak season by 10 percent in April, 2017.</p> <p>Causes/Reasons of the fall in production:</p> <ol style="list-style-type: none">1. There was frequent power failure due to which the work could not proceed at the desired speed.2. The generators could not be operated every time.3. Raw materials were not provided in time.4. Workers were not ready to work in more than one shift.5. Due to low morale, most of the workers were on casual leave. <p>Suggestions to improve the production level:</p> <ol style="list-style-type: none">1. We must have good quality generators/invertors for back up.2. Purchase department should take extra efforts to provide raw material in time.3. Workers can be motivated with extra incentives.4. To boost up the morale of the workers management should come up with appreciation system. <p>If we follow the above mentioned suggestions, we can improve the production in our company. This is for your information and necessary action.</p> <p>Thanking you</p> <p>Yours truly, The Production Manager</p> <p><i>(Note: Students may write the report in Semi Block format. Details may vary.)</i></p>	<p>½</p> <p>½</p> <p>½</p> <p>5 Marks for Matter</p> <p>½</p>



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5.	a)	<p>Attempt any <u>FOUR</u> of the following:</p> <p>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.</p> <p>Ans: Following are the guideline:</p> <p>(i) Dressing and appearance:</p> <ol style="list-style-type: none">1. Wear well pressed/ironed dress.2. Do not wear gaudy dress.3. Appearance should be good- hair well combed, shoes properly polished etc. <p>(ii) Facial expression and Eye contact:</p> <ol style="list-style-type: none">1. Change facial expressions according to the situation.2. Keep smile on the face while giving presentation.3. Maintain eye contact while speaking with the audience. <p>(iii) Gesture, Posture and Vocalics:</p> <ol style="list-style-type: none">1. Use gestures in accordance with verbal messages. For example, use thumbs up sign to show appreciation or agreement; head movements to reveal understanding, approval and agreement.2. Use proper posture i.e. not drooping the shoulders, lifting the feet clearly off the floor while walking, avoiding dragging them, avoiding crossing the legs while sitting or standing before my audience.3. Use voice modulation properly.4. Change style and tone of the voice as per the emotions. <p><i>(Note: students are expected to write any eight correct points (minimum two for each factor- i., ii., iii.). Guidelines may vary.)</i></p>	(16)
	b)	<p>Explain the role of Proxemics and Chronemics in non verbal communication with an example each.</p> <p>Ans: Role of Proxemics in non verbal communication: Proxemics is the ethics pertaining to the distance maintained between sender and the receiver. It plays an important role in non verbal communication. For example, in formal situations, it becomes important to understand and respect the territories of other professionals and see to it that they never feel intruded. If you stand too close to someone while speaking to them in formal situations, they could resist your presence. Just as standing too close to others may make them uncomfortable, in the same way standing or sitting too far away may communicate lack of warmth and confidence.</p> <p>The distance between the speaker and the listener depends mainly on the environment and culture in which communication between them takes place. If we are close to a person in thoughts; we keep very little distance from them.</p> <p>Example: The distance is less between two friends while communicating with each other. It shows intimacy or close relation between them.</p> <p>Role of Chronemics in non verbal communication:</p> <p>Chronemics is related to our use of time. It is the ethics of proper use of time to be observed for non verbal communication. It also plays an</p>	04 01 01



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5.		<p>important role 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>Example: One can misuse time like not completing the project in time, not studying regularly and delaying the submission of assignments. If we do not wish to do something, we delay our action till it is unavoidable. Similarly, when we wish to convey our dislike or annoyance with a person, we make him wait for a long time before meeting him. We find it difficult to meet a friend who has borrowed a book or some money from us. On the other hand, we may rush out of the bathroom to greet a long lost friend or a relative.</p> <p><i>(Note: Examples may vary.)</i></p>	<p>01</p> <p>01</p>												
	c)	<p>Differentiate between Active listening and Selective listening.</p> <p>Ans:</p> <table border="1"> <thead> <tr> <th>Active Listening</th> <th>Passive Listening</th> </tr> </thead> <tbody> <tr> <td>1. In active listening, the listener makes efforts to understand the message and fully participate in the communication process..</td> <td>1. In Passive listening, the listener is just physically present and there are no conscious efforts on his part to participate in the communication process.</td> </tr> <tr> <td>2. In this listening, the barriers to listening are at minimum level and therefore effective listening takes place.</td> <td>2. In this listening, the barriers to listening are at higher level and therefore effective listening does not take place.</td> </tr> <tr> <td>3. In active listening, 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.</td> <td>3. In passive listening, the receiver of the message does not show regard for the speaker and not concentrates on what is said.</td> </tr> <tr> <td>4. In active listening, the listener remembers and recalls the message whenever required.</td> <td>4. In passive listening, the listener is inert or indifference 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.</td> </tr> <tr> <td>5. Example: Students listen to the lecture attentively.</td> <td>5. Example: The student who daydreams, don't pay attention to the lecture..</td> </tr> </tbody> </table> <p><i>(Note: Minimum four differences should be written. Differences and examples may vary.)</i></p>	Active Listening	Passive Listening	1. In active listening, the listener makes efforts to understand the message and fully participate in the communication process..	1. In Passive listening, the listener is just physically present and there are no conscious efforts on his part to participate in the communication process.	2. In this listening, the barriers to listening are at minimum level and therefore effective listening takes place.	2. In this listening, the barriers to listening are at higher level and therefore effective listening does not take place.	3. In active listening, 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.	3. In passive listening, the receiver of the message does not show regard for the speaker and not concentrates on what is said.	4. In active listening, the listener remembers and recalls the message whenever required.	4. In passive listening, the listener is inert or indifference 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.	5. Example: Students listen to the lecture attentively.	5. Example: The student who daydreams, don't pay attention to the lecture..	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
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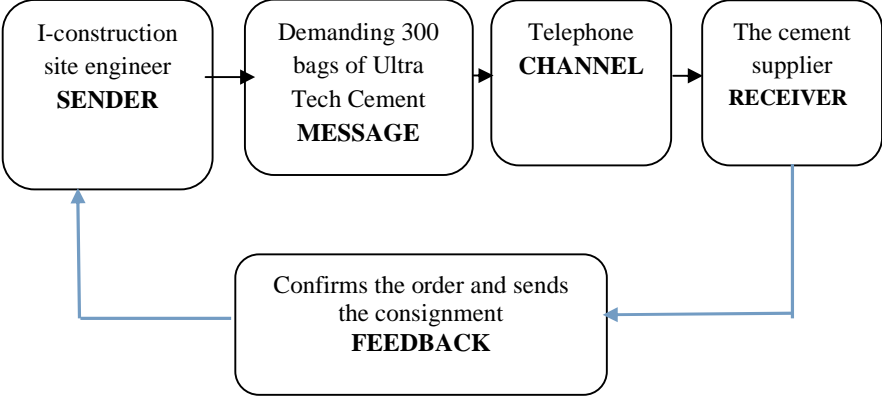
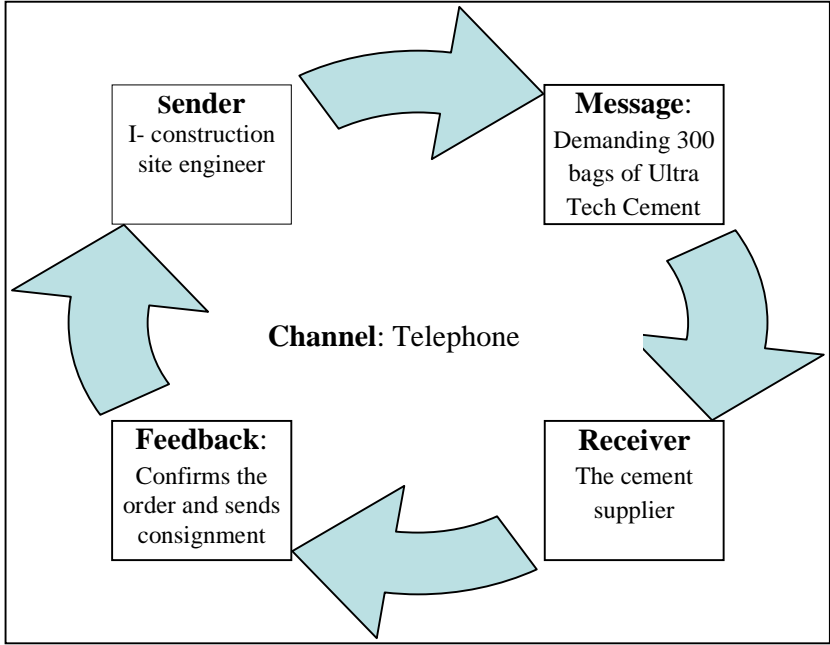
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5.	d)	<p>You are a construction site engineer. You telephone a cement supplier, demanding 300 bags of Ultra Tech Cement. The supplier confirms the order and sends the consignment within 3 hours to your site. Draw a diagram of cycle of communication and represent all the components in the situation given, in the cycle.</p> <p>Communication process</p> <p>Ans:</p>  <p style="text-align: center;">OR</p> 	04
e		<p>Write any four advantages of good listening.</p> <p>Ans: Following are the advantages of good listening skills :</p> <ol style="list-style-type: none"> 1) Good listening skills helps in better learning, more understanding and comprehension leading to the desired feedback. 2) It improves the performance and broadens the vistas of opportunities. 3) It prevents errors, losses, delays etc due to miscommunication. 4) Effective listening skills help in better decision making and problem solving. 	01 01 01 01



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5.		1) It helps in meaningful interaction with colleagues. 2) Good listening skills increase the chances of success and progress in both personal and professional life. (Note: Any 4 points should be given marks.)	01 01																																			
6.	a) (i)	<p>Attempt any <u>ONE</u> of the following: , 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.</p> <p>(1) Evergreen trees / plants - 40% (2) Deciduous plants - 20% (3) Herbs - 25% (4) Thorny shrubs - 15%</p> <p>Ans:</p> <table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Name of trees /plants</th> <th>%</th> <th>Calculation</th> <th>Angle/ degree</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Evergreen trees/ plants</td> <td>40</td> <td>$40 \times 360 / 100$</td> <td>144.00^0</td> </tr> <tr> <td>2.</td> <td>Deciduous plants</td> <td>20</td> <td>$20 \times 360 / 100$</td> <td>72.00^0</td> </tr> <tr> <td>3.</td> <td>Herbs</td> <td>25</td> <td>$25 \times 360 / 100$</td> <td>90.00^0</td> </tr> <tr> <td>4.</td> <td>Thorny shrubs</td> <td>15</td> <td>$15 \times 360 / 100$</td> <td>54.00^0</td> </tr> </tbody> </table> <p style="text-align: center;">Pie Charts</p> <table border="1"> <thead> <tr> <th colspan="2">LEGEND</th> </tr> </thead> <tbody> <tr> <td>■</td> <td>Evergreen trees/ plants</td> </tr> <tr> <td>■</td> <td>Deciduous plants</td> </tr> <tr> <td>■</td> <td>Herbs</td> </tr> <tr> <td>■</td> <td>Thorny shrubs</td> </tr> </tbody> </table> <p>Pie Chart Showing percentage of density of various trees / plants of Sahayadri mountains</p>	Sr. No.	Name of trees /plants	%	Calculation	Angle/ degree	1.	Evergreen trees/ plants	40	$40 \times 360 / 100$	144.00^0	2.	Deciduous plants	20	$20 \times 360 / 100$	72.00^0	3.	Herbs	25	$25 \times 360 / 100$	90.00^0	4.	Thorny shrubs	15	$15 \times 360 / 100$	54.00^0	LEGEND		■	Evergreen trees/ plants	■	Deciduous plants	■	Herbs	■	Thorny shrubs	(08) 2 Marks for Calculations 1 Mark for Legend 04 Marks for presentation/ pie chart 1 Mark for Title
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	(ii)	<p>Given below is the record of progress made by few industries in India. Draw a bar graph to represent the information.</p> <table border="1"> <thead> <tr> <th colspan="2" rowspan="2">Industries</th> <th colspan="3">Production in Thousand Tonnes</th> </tr> <tr> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>1)</td> <td>Iron and Steel</td> <td>70</td> <td>75</td> <td>85</td> </tr> <tr> <td>2)</td> <td>Cement</td> <td>75</td> <td>80</td> <td>90</td> </tr> <tr> <td>3)</td> <td>Coal</td> <td>60</td> <td>70</td> <td>80</td> </tr> <tr> <td>4)</td> <td>Food Processing</td> <td>40</td> <td>45</td> <td>60</td> </tr> </tbody> </table>	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								
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6.		<p>Ans: Y</p> <table border="1"> <caption>Production in Tonnes (Estimated from Graph)</caption> <thead> <tr> <th>Year</th> <th>Iron and Steel</th> <th>Cement</th> <th>Coal</th> <th>Food Processing</th> </tr> </thead> <tbody> <tr> <td>2014</td> <td>70</td> <td>75</td> <td>60</td> <td>40</td> </tr> <tr> <td>2015</td> <td>75</td> <td>80</td> <td>70</td> <td>45</td> </tr> <tr> <td>2016</td> <td>85</td> <td>90</td> <td>80</td> <td>60</td> </tr> </tbody> </table> <p>Scale: on Y Axis 1cm=10 Tonnes</p> <p>LEGEND</p> <ul style="list-style-type: none"> ■ Iron and Steel ■ Cement ■ Coal ■ Food Processing <p>Bar Graph Showing record of progress made by Iron and Steel, Cement, Coal, Food Processing industries in India.</p>	Year	Iron and Steel	Cement	Coal	Food Processing	2014	70	75	60	40	2015	75	80	70	45	2016	85	90	80	60	<p>1 Mark for Scale</p> <p>1Mark for Legend</p> <p>5 Marks for presentation</p> <p>1 Mark for Title</p>
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	b)	<p>Attempt the following:</p> <p>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.</p> <p>Ans:</p> <p>Required Format:</p> <ol style="list-style-type: none"> 1. Letterhead/Sender's Address 2. Date 3. Receiver's Address 4. Subject 5. Salutation 6. Relevant and Appropriate Matter 7. Complementary Close <p>Sample Draft:</p> <p style="text-align: center;">MASTER ELECTRICALS M. G. Road, Chembur, Mumbai -34</p> <hr style="width: 50%; margin: auto;"/> <p style="text-align: right;">12 November, 2017</p> <p>To The Sales Manager L/T switch gears, IS. S.V. Road Charni Road, Mumbai -34</p>	<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>																				



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6.		<p>Subject: Inquiry for different types of switch gears</p> <p>Dear Sir,</p> <p>With reference to the above subject, we would like to introduce our electrical as one of the reputed electricals in Mumbai. We want below mentioned switch gears. We would like to know whether below mentioned switch gears available in your Company.</p> <p>The details of switch gears:</p> <table border="1"> <thead> <tr> <th>Sr. No</th> <th>Name of switch gears</th> <th>KV</th> <th>Qty</th> </tr> </thead> <tbody> <tr> <td>1)</td> <td>Low Voltage Switch Gears</td> <td>Less than 1 kV AC</td> <td>75</td> </tr> <tr> <td>2)</td> <td>Medium Voltage Switch Gears</td> <td>1 kV AC to 75 kV AC</td> <td>70</td> </tr> <tr> <td>3)</td> <td>High Voltage Switch Gears</td> <td>75 kV AC to 230 kV AC</td> <td>50</td> </tr> <tr> <td>4)</td> <td>Extra High Voltage Switch Gears</td> <td>More than 230 kV AC</td> <td>30</td> </tr> </tbody> </table> <p>Kindly inform us about the availability of these switch gears with ex-factory prices, delivery period and pay terms and conditions at the earliest. Looking forward to receiving your most competitive offer at an early date. On receiving quotation, we shall take an early decision regarding placing an order.</p> <p>Thanking you</p> <p>Yours truly, Sd/- Mr. Raj Sohni Purchase Manager</p> <p><i>(Note: Students may write the letters in Semi Block or indented format. Information/Details may vary.)</i></p>	Sr. No	Name of switch gears	KV	Qty	1)	Low Voltage Switch Gears	Less than 1 kV AC	75	2)	Medium Voltage Switch Gears	1 kV AC to 75 kV AC	70	3)	High Voltage Switch Gears	75 kV AC to 230 kV AC	50	4)	Extra High Voltage Switch Gears	More than 230 kV AC	30	<p>1/2</p> <p>1/2</p> <p>05 marks for matter</p> <p>1/2</p>
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		<p style="text-align: center;">OR</p> <p>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.</p> <p>Ans: Required Format:</p> <ol style="list-style-type: none"> 1. Letterhead/Sender's Address 2. Date 3. Receiver's Address 4. Subject 5. Salutation 6. Relevant and Appropriate Matter 7. Complementary Close 	<p>01</p> <p>1/2</p> <p>01</p> <p>1/2</p> <p>1/2</p> <p>04</p> <p>1/2</p>																				



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6.		<p>Sample Draft</p> <p style="text-align: center;">K. D. GLASS SUPPLIER Shastri Nagar, Plot -52, Hadapsar, Pune-411028</p> <hr/> <p style="text-align: right;">14 November, 2018</p> <p>To The Supply Manager Saint Gobain Glass, 10 M.G. Road, Pune - 5</p> <p>Your Reference: Your delivery challan no. SGG/Sale/128 dated 13 November, 2018</p> <p>Subject: Complaint about the broken glass sheets</p> <p>Dear Sir,</p> <p>We appreciate your promptness in the timely execution of our order. However, after checking the received glass sheets, we found that 9 glass sheets were broken. We also found that the quality of packaging was very low.</p> <p>We request you to kindly replace these 9 glass sheets with new ones at the earliest with good packaging and also arrange for the broken glass sheets are to be taken back at your cost.</p> <p>We are sure that you will attend our claim within a week so that we are not further inconvenienced.</p> <p>Yours sincerely, Sd/- Mr. Sudhir Sharma Purchase Manager</p> <p><i>(Note: Students may write the letters in Semi Block or indented format. Information/Details may vary.)</i></p>	<p>01 ½</p> <p>01</p> <p>½</p> <p>½</p> <p>04 marks for matter</p> <p>½</p>