

Q.P. Code : 760200

(3 Hours)

[Total Marks :100

N.B. : (1) All questions are compulsory

1. (a) Explain the following terms in 2-3 sentences (any five)

- (1) Body language
- (2) Grapevine
- (3) Marginal listening
- (4) E-mail Etiquette
- (5) Silence as a means of communication
- (6) Dress and grooming
- (7) Whats App
- (8) Encoding

(b) Match the following :

- | | |
|------------------------|------------------------|
| (1) E-Commerce | (a) Communication tool |
| (2) Social Media | (b) Immediate feedback |
| (3) Physical barriers | (c) Technical language |
| (4) Oral communication | (d) Trading |
| (5) Jargon | (e) Time and distance |

(c) Fill in the blanks choosing the best alternative from the ones given below: 5

(1) ----- is the response given by the receiver to the sender's message.

- | | |
|--------------|--------------|
| (a) Encoding | (b) Decoding |
| (c) Feedback | (d) Medium |

(2) ----- gives legal validity to a letter.

- | | |
|---------------------------|---------------------|
| (a) Subject line | (b) Signature |
| (c) Confidential notation | (d) Enclosure block |

(3) ----- is a form of non-verbal communication.

- | | |
|------------|------------------------|
| (a) Letter | (b) Circular |
| (c) Report | (d) Facial expressions |

TURN OVER

- (4) Notices and circulars are examples of ----- communication.
(a) Upward (b) Downward
(c) Grapevine (d) Horizontal
- (5) Moodle is a tool for -----
(a) Twitter (b) E-learning
(c) Whats App (d) Facebook
2. Write short notes on : **(any four)** 20
(a) Advantages and disadvantages of written communication.
(b) Need and importance of Business communication
(c) Diagonal communication
(d) Blogs as a means of communication.
(e) Relevance of feedback in communication process
(f) Role of Internet in business communication.
3. Answer the following : **(any two)** 20
(a) Differentiate between hearing and listening. How does one cultivate effective listening skills?
(b) What is corporate social responsibility? How is it relevant in the business world today?
(c) Explain in detail any five psychological barriers to communication. What are the various means to overcome them.
4. Draft an application letter in response to the following advertisement:- 10
"Wanted experienced computer programmers for a company based in Mumbai. The applicant should be a graduate with adequate knowledge in computer programming. Apply, with Bio-Data, to Box No. 56, The Times of India, Mumbai-400001".
5. Draft the following letters : **(any four)** 20
(a) You are applying for the Master's programme in business management at National University of Singapore. Draft the statement of purpose.

