

- Note: 1. All questions are to be attempted.**
2. Figures to the right indicate full marks.

Q.1 Describe the process of Communication Cycle and explain the importance of each component with relevant examples. **(15)**

OR

Q.1 Discuss the characteristics of effective communication with examples from Corporate World. **(15)**

Q.2 A. Explain the importance of Advice and Counselling as an objective of communication. **(7)**

B. Discuss the concept of interview and explain any two types of interview. **(8)**

OR

Q.2 A. Elaborate on physical barrier to communication. **(7)**

B. Describe the process of listening with the stages involved in it. **(8)**

Q.3 A. A leading multinational insurance organisation is looking for young and dynamic graduates for the post of Sales Executive. Candidates must have good Communication Skills and should be ready to travel within Mumbai for promotional events. Apply with bio-data to P.O. Box No.362. Draft a covering letter along with a bio-data. **(15)**

OR

Q.3 A. Draft a sales letter promoting cultural magazine for teenagers. **(7)**

B. Draft a letter of inquiry to 'Celebration Shop' enquiring regarding supply of Gift articles in large quantity for your company. **(8)**

Q.4 A. Write short notes on: **(15)**

1. Importance of Internet.
2. Content and critical listening.
3. Colours as non-verbal communication aspect.

OR

Q.4 B. Write short notes on: **(15)**

1. Types of feedback.
2. Facial expressions.
3. Layouts of formal letters.