

**Instructions :**

1. All questions are compulsory.
2. Figures to the right indicate marks.

**Q.1 Write short notes on ANY THREE :**

[15]

- a) Importance of feedback
- b) Grapevine
- c) Horizontal communication
- d) Language barriers.
- e) Information as an objective

**Q.2 Answer ANY TWO of the following :**

[15]

- a) Write a detailed note on Non-Verbal Communication.
- b) How can a business organization play an important role in social development?
- c) Explain the different stages of listening . How can one make each stage effective?

**Q.3 a) Apsara Cosmetics requires sales executives for their Mumbai Office.**

Graduates in any discipline may apply with resume to : The Manager (HRD).

Candidates with experience in sales and knowledge of Marathi will be given preference.

[7]

**b) Answer ANY TWO of the following :**

[8]

- 1) You are applying for a course in Human Rights at University of New York. Prepare your SOP (Statement of Purpose)
- 2) You have been appointed as administrative assistant in Sun Technologies Ltd. Write a letter of acceptance.
- 3) You are leaving your post as sales executive to join a company near your place of residence. Draft a letter of resignation.

**Q.4 A) Write a paragraph on ANY ONE of the following**

[5]

- i) Eco-friendly festivals
- ii) Career-oriented education

P.T.O.



The energy problem is so complex that no individual speaks with equal authority on all its aspects. The recurring shortages of fuel and electric power have focussed public attention upon the set of problems now referred to as the energy crisis. The need to conserve energy in order to cope up with growing energy problems has been widely recognized. The use of the term energy crisis to describe present energy problems has suggested that conventional fossil may be in immediate danger of exhaustion. This not the case. Even though the supply of fossil has not yet reached a point of crisis, one cannot be complacent about the prospect of their ultimate exhaustion.

## C) Fill in the blanks using suitable prepositions.

[5]

Today, the world has become a market. Buying and selling are necessary ..... fulfilling your needs. Business means selling ..... profit which is the real driving force. We are moving ..... being producers ..... being consumers. Of course, money is essential ..... all these activities.

वेळ : २ तास

मराठी भाषांतर

गुण : ६०

सूचना :

१. सर्व प्रश्न अनिवार्य आहेत.
२. उजवीकडील अंक गुण दर्शवितात.

प्र.१ टीपा लिहा. (कोणत्याही तीन)

(१५)

- अ) पडताळ्याचे महत्त्व
- ब) अनौपचारिक संज्ञापन (ग्रेपवाइन)
- क) क्षितीजसमांतर संज्ञापन
- ड) भाषिक अडथळा
- ई) माहिती : संज्ञापनाचे एक उद्दिष्ट

प्र.२ खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा.

(१५)

- अ) 'भाषेशिवाय संज्ञापन' यावर विस्तृत टिपण लिहा.
- ब) एखादी व्यावसायिक संस्था सामाजिक विकासात कशा प्रकारे महत्त्वाची भूमिका पार पाडू शकते ?

क) श्रवण (पेकणे) या एकियोतील महत्त्वाचे एके कोणते ? याची उत्तरे लिहा.



प्र.३ अ) 'अप्सरा कॉस्मेटिक्स' यांना त्यांच्या मुंबई येथील कार्यालयासाठी विक्री अधिकारी हवे आहेत. कोणत्याही शाखेच्या पदवीधरांनी रेड्युमेसोबत 'व्यवस्थापक (एच.आर.डी.)' यांच्याकडे अर्ज करावा. विक्रीतील अनुभव असणाऱ्या व मराठीची जाण असलेल्या उमेदवारांना प्राधान्य दिले जाईल. (७)

ब) खालीलपैकी कोणतीही दोन पत्रे लिहा. (८)

१. 'मानवाधिकार' या विषयातील अभ्यासक्रमासाठी तुम्हाला न्युयॉर्क विद्यापीठात अर्ज करायचा आहे. तुमचा एस् ओ पी (उद्दिष्ट पत्रक) तयार करा.
२. सन टेक्नॉलॉजीज लिमिटेडमध्ये तुमची प्रशासकीय सहायक म्हणून नेमणूक करण्यात आलेली आहे. तुमचे स्वीकृती पत्र तयार करा.
३. तुमच्या निवासस्थानाजवळील कंपनीत रुजू होण्यासाठी आताच्या तुमच्या विक्री अधिकारी या पदाचे राजीनामापत्र तयार करा.

प्र.४ अ) पुढीलपैकी कोणत्याही एक विषयावर परिच्छेद लिहा (५)

१. पर्यावरणास अनुकूल सण व उत्सव
२. व्यवसायाभिमुख शिक्षण

ब) पुढील परिच्छेदाची रचना सुधारण्यासाठी त्याचे संपादन करा. (५)

The energy problem is so complex that no individual speaks with equal authority on all its aspects. The recurring shortages of fuel and electric power have focussed public attention upon the set of problems now referred to as the energy crisis. The need to conserve energy in order to cope up with growing energy problems has been widely recognized. The use of the term energy crisis to describe present energy problems has suggested that conventional fossil may be in immediate danger of exhaustion. This not the case. Even though the supply of fossil has not yet reached a point of crisis, one cannot be complacent about the prospect of their ultimate exhaustion.

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