

NO3AG-H

Time: 2.5 Hours

Marks: 75

Note:

- Question No. 1 is compulsory.
- All Questions carry equal marks.
- Figures to the right indicate marks.

Q.1)

A) Discuss how Dress and Grooming and Touch become a part of non-verbal communication. (15)

OR

B)

i. Define Oral Communication. What are the advantages and disadvantages of Face-to-face Communication? (08)

ii. Explain how maps and graphs play a role in Visual Communication. (07)

Q.2)

A) Discuss Barriers to Listening and explain how to become a good listener. (15)

OR

B)

i. Illustrate, with examples, the Semantic Barriers to communication. (08)

ii. Explain how Silence plays a role in Non-verbal Communication. (07)

Q.3)

A) What is meant by Communication? Discuss the Communication Cycle with the help of a neat and labelled diagram. (15)

OR

B)

i. Define Verbal Communication. Explain the advantages and disadvantages of Written Communication. (08)

ii. Kinesics plays a major role in Non-Verbal Communication. Comment. (07)

Q.4)

A) 'Para language forms an important part of Non- Verbal Communication.' Discuss. (15)

OR

Q4)

B)

i. Illustrate, with examples, any four forms of Psychological Barriers. (08)

ii. Describe the meaning and types of Space and Distance as a part of non-verbal communication. (07)

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Q.5)

A) Draft an **Application** in response to the following advertisement: (15)

Wanted Marketing Managers for a well-known Company in Bhandup, Mumbai. Candidates with the required qualifications should apply. Minimum two years' experience preferred. Those interested, apply to The Advertiser, The Times of India, P. O. Box No. M. M. - 23, Dr. D. N. Road, Mumbai - 400 001. Also draft a **Bio data**.

OR

B)

i. Draft a letter to the Bank informing them about your new office address. (08)

ii. You wish to insure your newly purchased vehicle. Write a letter inquiring about your vehicle's insurance. (07)