

## NOIOAAI

Time: 2hrs.30 Mins.

Marks: 75

Note: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.1 a) Fill in the banks: (8)

1. The elements of pitch, stress, volume, speed etc. are called as \_\_\_\_\_
2. \_\_\_\_\_ is an index of one's personality.
3. \_\_\_\_\_ refers to the way one's sits, stands, walks or carries oneself.
4. \_\_\_\_\_ type of listening aims to gather information from the speaker.
5. \_\_\_\_\_ refers to the study of space in communication.
6. \_\_\_\_\_ communication breaks the barrier of illiteracy.
7. \_\_\_\_\_ listening focuses on the speaker and the way he sees an idea or a situation.
8. A \_\_\_\_\_ is a diagram consisting of lines to show the variation in two quantities.

b) State whether true or false (7)

1. Feedback need not necessarily be verbal.
2. Written communication has less legal validity.
3. All prose compositions are divided into stanzas.
4. Silence plays a deciding role in communication.
5. Listening and hearing are one and the same.
6. The study of eye-contact in communication is called Proxemics
7. Communication has been drastically affected by globalization.

Q.2 Explain the term of Business communication along with its definitions and meaning .Also, elaborate on need and importance of effective business communication. (15)

OR

Q.2 Describe Education-training along with Persuasion as objectives of communication. (15)

Q.3 Draft an application letter along with bio-data for the post of Sales Executive in a leading company of Thane. Consider the requirement of the company that the candidate should be graduate. Also, he should have excellent communication skills and mastery over English, Marathi and Hindi. Previous experience in field of Sales will be an added asset (15)

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OR

Q.3 a) Draft a letter of enquiry to New India Bank, inquiring about various online services and credit facilities available with their bank. (07)

b) Draft a Sales letter promoting gift articles made by physically challenged individuals. (08)

Q.4 Technology has improved corporate communication. Discuss in detail with examples. (15)

OR

Q.4 Discuss Physical and psychological barriers to communication (15)

Q.5 Write Short notes (Any 3 out of 5) (15)

1. Advice and Counselling
2. Facial expressions
3. Types of feedback
4. Note-making and note-taking
5. Content and Critical listening

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OR