

Max. Marks: 75

Duration: 2.5 hours

## Instructions:

- Q.1 and Q.2 are compulsory
- Q.3, Q.4 and Q.5 are subject to Internal choice

## Q.1) Answer in short (Any five out of Seven)

(15)

- i. Any three Elements of the Process of Communication
- ii. Importance of Corporate Communication
- iii. Conciseness, Completeness and Clarity – the three Cs of Effective Letter Writing
- iv. Communication by Haptics (Touch)
- v. Disadvantages of Grapevine
- vi. Charts – its types
- vii. Any three types of Socio-Cultural Barriers to Communication

## Q.2) Case Study:

(15)

The management of Gada Textiles, Ahmedabad, was surprised that the production was falling down, the sales getting affected. According to their strategy, they insisted on a high level of education among its supervisors and junior officers. So, many of its workers were 'foreign returned' or even highly educated employees and trainees. However, there were many labour problems; mainly, lack of upward communication.

On the contrary, Daya Garments, Surat, (their rival company), which had employed local men as its supervisors and officers, was doing very well. The workers did not have status barrier and felt confident to seek clarifications always.

An expert in the management of Gada Textiles, Ahmedabad, was consulted and he reported that the chief cause of poor production and labour problems was that the Gujarati speaking workers were in awe of the English speaking officers. They were very reluctant to approach them with their problems or difficulties, related to problems in speaking English fluently. Also instructions were always given in English or not-so-fluent Gujarati, which were not understood and there was almost a complete absence of 'feedback'.

## Questions:

- a) Why did the workers of Gada Textiles, Ahmedabad, remain silent with the management? (05)
- b) How could the workers of Daya Garments, Surat, get along with the management? (03)
- c) Compare and contrast the two Textile Companies and suggest recommendations to Gada Textiles, Ahmaedabad. (07)

## Q.3) A)

(08)

Discuss Language Barriers to Communication, with suitable examples.

## B)

(07)

As the Manager of Shanti Home Developers, you had placed an order for 100 tins of Green colour Paint (G 36) from Rainbow Paints Pvt. Ltd. They have sent you Red colour

Paint. Write to them a complaint letter asking them to rectify this mistake and also ask for a suitable compensation.

OR

Q.3) P) Explain how Para Language helps communicators to communicate non-verbally effectively. (Explain any of its four forms) (08)

Q) Illustrate, with examples, how Silence plays an important role in Non-Verbal Communication. (07)

Q.4) A) Discuss how Horizontal Channel of formal Communication. List out its advantages and disadvantages. (08)

B) Draft a Sales letter to promote the sale of a Mobile Phone. (07)

OR

Q.4) P) Place an order with Angel's Herbals Pvt. Co., Malad, asking them to send you the regular bulk order of herbal beauty products for your Unisex Parlour, Andheri Branch, within two days only. You being their old and regular customer, ask them to give you a good discount. (Use Full Block Format) (08)

Q) Explain how Kinesics (Body Language) becomes a part of Non-Verbal Communication. (07)

Q.5 Write Short Notes on **any three** of the following: (15)

- i. Any five forms of Physical Barriers
- ii. Signs, Symbols and Signals.
- iii. Distance
- iv. Importance of Corporate Communication