

TIME : 2 Hrs.

MARKS : 60

N.B :

- 1) All questions are compulsory.
- 3) Figures to the right indicate full marks.

Q.1 A) State whether the following statements are true or false. (06)

- 1) Oral communication becomes a permanent record : _____
- 2) Suggestions and grievances are a part of downward communication : _____
- 3) Silence always builds walls among people : _____
- 4) Listening enables understanding of a message. _____
- 5) Diagonal communication is also known as cross-wise communication : _____
- 6) Use of jargon shows your command over the language : _____

B) Write short notes on Any three. (09)

- 1) Motivation
- 2) Order
- 3) E-mail
- 4) Effective listening
- 5) Grapevine

Q.2 Answer any two of the following. (15)

- 1) What are psychological barriers and how do they affect communication ?
OR
- 2) What are the advantages and disadvantages of written communication ?
OR
- 3) Communication is a "Systematic and continuous process of telling, listening and understanding" Discuss.

Q.3 A) Write a reply to the following advertisement (07)

"Wanted an experienced lecturer to teach Commerce and Accountancy to Junior College students at a reputed college in Mumbai. Post graduates with a degree in education preferred. Apply with bio-data to Box 133 The Times of India, Mumbai - 400 001.

B) Attempt Any Two (08)

- 1) You are seeking admission to Melbourne University. You have passed B.Com. with a 1st class and has finished your MBA. You love travelling and singing. Draft a SOP.
OR
- 2) You have received an offer for the position of a senior sales executive at U-Foam mattresses. Write a letter of acceptance for the job.
OR
- 3) Mandar has changed his residence from Malad to Bhandup. He has secured a post of clerk at Rustam International in Thane. Draft his letter of Resignation from the post of clerk at Poonam Stores, Borivali.

P.T.O.

Q.4 A) Write a brief well organised paragraph of about 150 words on any one of the following :- (05)

- 1) The Annual College Day Celebrations
- 2) My worst vacation

B) Edit the following paragraph improving its clarity of expression, organization and cohesion. (05)

I would like first to point out that it is not right to suppose that all the poor live miserable scarred lives. I don't have any romantic notions about the poor, but for the fact that I was once poor. I believe that the poor live in a separate sub-culture have a kind of confidence in themselves, a kind of completeness as long as they are not driven to the bare edge of subsistence. My family's relative poorness decreased as I was growing up. All in all, I can say, I lived an Okay life.

C) Use the correct form of verbs (05)

When Shah Jahan decided (build) the Taj Mahal on the banks of the Yamuna, he (get) everything right from design to science. He (build) the foundation of the Taj using the finest ebony. But that is where, the experts (say), a dry Yamana (play) havoc with the Taj's foundation.

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- 3) Mandar has changed his residence from Malad to Bhandrup. He has secured a post of clerk at Rastam International in Thane. Draft his letter of Resignation from the post of clerk at Poornam Stores, Borivali.