

M B 12

CODE : RUBIDIUM

Oct 2008

Stde. comm. J

Time : 2 Hrs.

Marks : 60

Instructions : 1] Attempt all the questions .

2] All questions carry equal marks.

3] Figures to the right indicate full marks..

Q.1 "Communication is a process of two or more persons transacting with one another, about their understanding". Explain 15

OR

Q.1 Explain the significance of motivation and raising morale in an organisation 15

Q.2 "Vertical Communication helps to improve inter-personal relationships between the employer and employee"-Explain 15

OR

Q.2 Explain any two barriers to communication. 15

Q.3 In response to an advertisement in Times of India, for the post of a senior Accountant, draft an application letter along with the C.V. 15

OR

Q.3 Draft a letter of sympathy to a business associate. 15

Q.4 Write short notes on any three- 15

1. Mailing system
2. Verbal communication
3. Personnel letters
4. Paralanguage
5. Semi-blocked style of letter-writing
6. Empathic Listening
