

- 1) Attempt all the questions.
- 2) All the question carry equal marks.
- 3) Figures to the right indicate full marks.

Q.1 Show how communication is essentially a social activity the communication cycle with all its components ? 15

OR

Q.1 "Effective communication is called the life line of an organization" Discuss along with suitable example.

Q.2 What are the roles of Visual communication and non verbal communication in business communication ? 15

OR

Q.2 Compare and contrast Oral and written communications, along with two advantages and disadvantages ? 15

Q.3 How are telephones and Fax machines useful to offices ?
How can they be used effectively ? 15

OR

Q.3 What are the Major barriers to communication ? Represent your answer with the help of the flow chart describing the different types of barriers to communication. 15

Q.4 Write short Notes on (any 3) 15

- 1) Grapevine
 - 2) Vertical communication
 - 3) Principles of effective communication
 - 4) Silence in communication
 - 5) Telephone and Telex
 - 6) Internet and E mail.
- *****