

**Time: 2 ½ Hrs.**

**Marks: 75**

- Note:**
- 1) All Questions are Compulsory.
  - 2) Figures to the right indicate marks.

**Q1. Answer the following: - (Any Two)**

**(15 Marks)**

1. What are the basic principles of effective communication?
2. What are the different modes of communication?
3. Explain with the help of neat diagram the working of communication cycle.

**Q2. Summarise the given passage below with a suitable title**

**(15 Marks)**

Tourism in India is economically important and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 6.4 trillion (US\$94 billion) or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% till 2023 making India the third fastest growing tourism destination over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion (US\$1.4 billion) by 2015. About 22.57 million tourists arrived in India in 2014, compared to 19.95 million in 2013. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 38 by the number of foreign tourists, while Mumbai is ranked at 50, Delhi at 52 and Agra at 66 and Kolkata at 99.

The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however.

**Q3. Answer the following: - (Any Two)**

**(15 Marks)**

1. Draft an application for the post of a Marketing Executive in a leading Multinational company of Mumbai. Must be MBA with excellent communication skills and mastery over English, Hindi and Marathi.
2. Prepare a progress report of an Employee confirming permanent position of staff of a Co-operative Bank.
3. Draft a letter of enquiry to Textile Co. Pvt. Ltd, inquiring about various options and credit facilities available with the firm.

**Q4. Answer the following: - (Any Two)**

**(15 Marks)**

1. Explain Physical barrier of communication in detail.
2. What are the different types of listening? Explain any three in detail.
3. Elaborate the process to overcome communication obstacles.

**Q5. Answer the following: - (Any Two)**

**(15 Marks)**

1. Prepare a notice and agenda for a special meeting of the board of directors of a limited company.
2. What are the different types of interview? Explain any three in detail.
3. What are the different tools for presentation? Explain any four in detail.