

27/3/14
Library

MN3AEQ

FyFM
CS

Time: 2 Hours

Note:

Marks: 60

- All Questions are compulsory.
- Figures to the right indicate marks.

Q.1) What is meant by Communication? Discuss the seven elements involved in the process of Communication with the help of a neat and labeled diagram.

OR

Q.1) Define Verbal Communication. Explain the advantages and disadvantages of Telephonic Communication. (15)

Q.2) Discuss how Silence and Touch form an important part of Non-Verbal Communication.

OR

Q.2) Illustrate, with examples, the various forms of Psychological Barriers. (15)

Q.3) Write Short Notes on the following:

- Kinesics- a part of Non-Verbal Communication
- Language Barriers – any four forms
- E-mail- an Electronic Mode of Communication

OR

Q.3) Write Short Notes on the following: (15)

- Any four forms of Physical Barriers
- Any four forms of Paralanguage
- Proxemics – a part of Non-Verbal Communication

Q.4) Draft an Application in response to the following advertisement: (15)

Wanted Civil Engineers for a well-known Company in Sion, Mumbai. Candidates with the required qualifications should apply. Minimum three years' experience preferred. Those interested, apply to The Advertiser, The Times of India, P.O. Box No. MM – 23, Dr. D. N. Road, Mumbai – 400 001. Also draft a Bio data.

OR

Q.4) Draft a letter of Application in response to the following advertisement: (15)

Wanted young and dynamic Marketing Personnel (Boys and Girls) for Virat Tea Factory, Nasik. Commerce Graduates having excellent communication skills should send an application and resume to P. O. Box No. M.P. – 25, The Indian Express, Mumbai -400001.