

[Max. Marks : 60]

- (1) All questions are compulsory.
- (2) All questions carry marks as indicated.
- (3) Due credit will be given to neatness and adequate dimensions.
- (4) Assume suitable data wherever necessary.
- (5) Illustrate your answers wherever necessary with the help of neat sketches.

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|----|------|---|---|
| 1. | (A1) | What is a Semantic Barrier ? Give any three examples of Semantic barriers. | 5 |
| | (A2) | What is Communication ? State the difference between General and Technical Communication. | 3 |
| | (A3) | Draw a neat diagram of informal communication network. | 2 |

(B1)	What is an Interpersonal Barrier ? Explain the barrier at this level of Communication.	5
(B2)	What is Grapevine ? State its advantages and disadvantages.	3
(B3)	Why feedback is called as an essential barometer of Communication process ?	2

2. (A1) Explain the dental sounds with its place of articulation and manner of articulation. 5
- (A2) Translate the following words in Phonetic transcriptions :—
- | | |
|--------|-------|
| ● Good | ● Kin |
| ● Thin | ● Fat |
| ● Sin | ● Bat |
- 3

- (A3) Draw a neat diagram of organs of speech with appropriate labelling. 2
- OR**
- (B1) Explain in detail the Articulatory System. 5
- (B2) Explain the difference between Consonants and Vowel Sounds. 3
- (B3) Draw a neat diagram of back vowel. 2
3. (A1) Elaborate the different modes of delivery with its advantages and disadvantages. 5
- (A2) How Chronemics differ from culture to culture and person to person ? 3
- (A3) Explain the different types of gestures. 2
- OR**
- (B1) Elaborate the different nuances of voice. 5
- (B2) Write a short note on Proxemics. 3
- (B3) State five basic face expressions. 2
4. (A1) Explain different types of telephonic interviews with its preparation and guidelines. 5
- (A2) Explain three major parts of interview. 3
- (A3) How to keep follow-up after interview ? 2
- OR**
- (B1) What is a Credential question ? Give any four examples of credential questions. 5
- (B2) Write short notes on the following terms with reference to job interviews :
 ● Mental Agility.
 ● Difficult Questions.
 ● Parroting Techniques. 3
- (B3) What is the aim of dumb question ? 2

5. (A1) Explain how to increase critical thinking and open enquiry environment in the organization. 5
- (A2) How leadership skills are evaluated during group discussion as a part of selection process ? 3
- (A3) What is difference between Symposium and Seminar ? 2

OR

- (B1) The Sixth meeting of the managing conference of Tata Commerce College, Ajmera, was held at 3 p.m. on 20th February 2017 in a room number B – 45. The agenda was as follow :
- Minutes of the previous meeting.
 - Appointment of auditors of the financial year 2018 – 19.
 - Establishment of additional computer centre.
 - Any other agenda with the permission of the Chair.
 - Arrange the agenda items in proper sequence and write minutes of meeting. 5
- (B2) Explain the following terms of meeting :—
- (i) Time.
- (ii) Agenda. 3
- (B3) What is an hidden agenda ? 2
6. (A1) The District Collector, Nagpur, is concerned about the rapid increase in number of road accidents in Nagpur. The Chairman, Municipal Corporation, Nagpur has been asked to submit a report investigating the causes and suggesting measures to improve the situation. Prepare an outline for the same. 5
- (A2) What are the different types of reports on the basis of purpose, frequency and mode of presentation ? (Explain). 3
- (A3) State the guidelines for Data Collection interview. 2

OR

- (B1) Explain the important role of Report in an organization. 5
- (B2) Imagine yourself to be the instructor of a course in which 75 students have registered. Draft an e-mail to be sent to those entire students asking them to select a topic of their choice and prepare for a professional presentation of 10 minutes duration. 3
- (B3) Explain different types of personal observation. 2