

Note : i) All questions carry equal marks. ii) Attempt one question from each unit.

iii) There may be internal choice within each unit.

Unit - I

1. a) Discuss how communication plays a crucial role in the progress of an organization.
b) Write notes on: i) Audience analysis ii) Importance of feedback in communication 14

OR

2. a) Explain the importance of body language in face to face communication
b) Write notes on i) Proxemics ii) Chronemics

Unit - II

3. a) Listening is an art like any other art, it has to be cultivated consciously. Discuss.
b) Along with the objects an advertisement sells ideas'. How far is this statement true? 14

OR

4. Write notes on the following (250 words) any two:
a) Changing role of technology in communication b) Selling your personal brand
c) 'The Glass is half empty' d) Speaking in your nature language

Unit - III

5. a) What are the characteristic features of a business letter? Also explain different parts of a business letter.
b) Rewrite the following extract taken from a business letter so, as to make them plain, direct, concise and effective:
We have received your inquiry of March 16. Regarding this inquiry we would like to inform you at the very outset that we are in no position to comply with your request of changing the method of premium payment on your above numbered policy to a monthly basis, simply because the monthly premium must amount to at least the sum of Rs 100/- per month, in as much as the company has found it impractical to issue policies with monthly premium of less than this amount. 14

OR

6. Draft a letter on behalf of Messrs Devi Prasad and company, Dadar Market Mumbai-2200105, placing an order to Vipul products limited, Anand 381001 for 10,000, 1Kg tins and 5,000, 2Kg tins of powdered milk remind them that they have agreed to allow 5% discount on the price quoted in the list.

Unit – IV

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7. a) Write the technical description of a Personal computer
b) Define: i) Compact disc ii) Computer 'Mouse' 14

OR

8. Write notes on the following (any two) a) Note Writing b) Writing Skills c) Precis Writing d) Speech

Unit – V

9. Prepare a report on the fire caused in the laboratory. Invent details. 14

OR

10. Write the structure of a formal report.