

17201

15116

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
- (2) Illustrate your answers with neat sketches wherever necessary.
- (3) Figures to the right indicate full marks.
- (4) Assume suitable data if necessary.
- (5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. **Attempt any TEN of the following questions in 25 - 30 words:**

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- Define formal communication.
- Explain any four principles of effective communication.
- State the importance of selection of proper channel for an effective communication.
- Write two situations of vertical communication.
- Why feedback is necessary in communication?
- Give two examples of mechanical barriers.
- Define diagonal communication.
- State two advantages of written communication.
- Mention two examples of body language.

P.T.O.

- j) Why is it necessary to analyse the receiver?
- k) What is meant by 'Encoding' and 'Decoding' in communication process?
- l) Write any two characteristics of communication.

2. Attempt any FOUR of the following: 16

- a) Match the column 'A' with column 'B'.

A	B
1) Haptics	Space distance
2) Paralanguage	time element
3) Chronemics	body language
4) Proxemics	touch
5) Kinesics	voice modulation

- b) Classify the following examples into formal and informal communication or both.
class - room communication, talk with friends, business meeting, family talk, gossip with friends, an interview.
- c) Compare verbal and non - verbal communication.
- d) Communication is an integral process. Justify the statement.
- e) Explain active listening with two suitable examples.
- f) What is the importance of body language in an interview?

3. a) Attempt any ONE of the following: 8

- (i) As a General Secretary of the student council, draft a memo for the students on the following points.
- 1) Subject :- Maintaining discipline during social gathering.
 - 2) Purpose :- Warning of stern action.
- (ii) As a Lab - Asstt., draft a notice to inform the students about the change in the practical hours.

- b) **Attempt any TWO of the following:** **8**
- (i) Explain the importance of eye contact in communication with examples.
 - (ii) What do you mean by vocalics? Explain with two examples.
 - (iii) Explain the aspects of body language with two examples.
4. a) **Attempt the following:** **8**
- Write a letter of application along with your resume to 'Infosys', Pune - 15 for the post of Software Engineer.
- b) **Attempt any ONE of the following:** **8**
- (i) Write a report on fall in production of an automobile industry. Give suggestions.
 - (ii) As a production supervisor draft an accident report to the production manager about the accident that took place in production section because of mis - handling of machines.
5. **Attempt any FOUR of the following:** **16**
- a) Explain the four zones of proxemics defined by Albert Mehrabian.
 - b) What is the importance of good listening skills in professional life?
 - c) Explain passive listening with two suitable examples.
 - d) Explain communication cycle with diagram.
 - e) In a class - room, students are listening the topic, but due to noise outside the class they lost their concentration. Identify the type of barrier. Give remedial measures to overcome the barrier.

6. a) Attempt any ONE of the following:

8

- (i) The information about the readership of three leading news - paper in a city is given below.

Sr. No.	%	News Paper Name
1	43%	Maharashtra Times
2	30%	Loksatta
3	27%	Sakal

Prepare a pie - chart for the data given above.

- (ii) An NGO working for welfare of under privileged children has received funds from various organizations in last five years. The director wants to display the following details in his office.

Design a bar graph to represent the data.

Sr. No.	Year	Money received in Rs.
1	2011	2,50,000
2	2012	3,00,000
3	2013	5,50,000
4	2014	5,01,000
5	2015	7,50,000

- b) Place an order to 'Hitech Computers Private Ltd., Mumbai' for some computer related hardware materials.

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