

ATKT Jan. 2009

JALANDHAR

TIME : 2 hrs.

FYBcomCABF) Bus. com. (old)

MARKS : 60

- N.B. : 1) All questions are compulsory.  
2) All question carry equal marks.  
3) Figures to the right indicate full marks.

- Q.1 "Effective communication is called the life line of an organisation." Discuss 15
- OR
- Q.1 What is meant by the terms 'code' encode' and decode'? Explain, with illustrations, how they help the communication process? 15
- Q.2 What is the difference between verbal and Non Verbal communication. Write a brief note on each and support your answer with a pictorial representations? 15
- OR
- Q.2 What is meant by Internal and External communication? Why is a system of internal communication necessary? support your answer with a pictorial representation? 15
- Q.3 What are the causes of poor listening. Write to brief types of listening and the process of listening answer can be supported with a flow chart. 15
- OR
- Q.3 What are the main parts of the letter? Explain the importance of each of these parts. Draw and represent the different layouts of a letter? 15
- Q.4 The principal has received several complaints about poor service in the college canteen. Draft an individual report; after studying the problem areas, along with suggestion to improve the situatiion? 15
- OR
- Q.4 Write short Notes on (any 3) 15
- 1) Motivation and Morale raising.
  - 2) E-mail and Internet
  - 3) Telephone and Fax.
  - 4) Land line and Cellular Phones.
  - 5) Gestures and postures
  - 6) Proxemics and Time.