



Time: 2 hrs & 30 min.

Marks: 75

Note: 1) All questions are compulsory.  
2) Figures to the right indicate marks.

Q.1 a) Fill in the blanks

(05)

1. Use of unfamiliar language is considered as \_\_\_\_\_ barrier.
2. Barriers caused due to time and distances are called \_\_\_\_\_
3. Interviews may be conducted by individuals or \_\_\_\_\_
4. Mirror image error and \_\_\_\_\_ error are reverse of each other.
5. Employees speak frankly and fearlessly in an \_\_\_\_\_ interview.
6. Your speech should not be \_\_\_\_\_ in tone or pitch.
7. Jargons refer to \_\_\_\_\_ language used by specialized groups.
8. The \_\_\_\_\_ form is heavy on the left side.
9. A \_\_\_\_\_ is a plan which shows the positions of different parts of the letter.
10. \_\_\_\_\_ letters can be used to collect overdue money.

Q1 b) State whether True and False :-

(05)

1. Technology is moving very fast
2. If you have many transparencies it is necessary to number them
3. Supporting materials in a presentation includes stools, ladders etc.
4. Final warning collection letter should have mild tone.
5. Selling is the index of success in business.
6. Audience analysis gives you the basis for presentation.
7. Collection letter can be written by using humour.
8. Quality of stationary is important in business communication.
9. A resume is accompanied by covering letter.
10. Presentations require the speaker to memorize everything.

P.T.O

Q.1 c) Match the Column

Column A	column B
1. Verbal skills	A. uses intonation and word stress
2. Visual skills	B. provides information in the form of slides
3. Vocal skills	C. provides information through transparencies
4. OHP	D. uses right words and lucid delivery
5. Power point	E. uses body language, pictures, colours etc.
6. Body of the letter	F. Recovery letter
7. Reprimand interview	G. AIDA Formula
8. Mock interview	H. Subject matter of the letter
9. Sales letter	I. Practice interview
10. Collection letter	J. disciplinary action

Q.2 Discuss the meaning of barrier to communication in corporate world and elaborate in detail on psychological barrier. (15)

OR

Q.2 Describe the basic structure of interview & elaborate on any three types of interview. (15)

Q.3a) Elaborate on the ways to overcome physical barriers to communication. (07)

b) Explain the Steps involved in preparing presentation. (08)

OR

Q.3a) Explain any three errors conducted by interviewer in interview procedure. (07)

b) Elaborate on Principles of Effective Presentation. (08)

Q.4 a) As a Purchase Manager, write a letter of inquiry to *Campus Cloth Mart* asking if they can provide supply of 1000 T-Shirts for a Sunday Marathon event to be conducted by your company. Ask for a price list and other literature. (07)

b) Place an order of variety of Pen Gift sets to *Shivam Pens Ltd*. Ask for specific packing, discount and mode of transport. (08)

OR

Q.4 a) Write a letter to *Jaisons Electronics* complaining about defective mobile sets that you that purchased for your retail shop outlet. Suggest an immediate adjustment in cash or kind. (07)

b) Draft a Sales letter promoting a Cultural festival organized by your College. (08)

Q.5 a) Explain preparation required by a candidate to prepare for an interview session. (07)

b) Elaborate on email etiquettes required for effective organizational communication. (08)

OR

Q.5 Write Short notes on (any 3) (15)

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|--|-----------------------------------|
| 1. Importance of Group discussion      | 4. Dos and Don'ts of Presentation |
| 2. Layouts of letters                  | 5. White Boards                   |
| 3. Preparation required by interviewer |                                   |