

FYAF

B. C - II
MN3 AEN

26/3/14
Regular
March 2014

Marks:60

Time: 2 hours

Note: 1. All questions are compulsory

2. Figures to the right indicate marks.

Q.1 Write short notes on: (Any 3 out of 5)

15

1. Appraisal Interview
2. Unknown language and idioms as a language barrier
3. Layouts of letters
4. Audience analysis
5. Exit interview

Q.2 Discuss the meaning of the concept of barriers in communication and elaborate on the physical and psychological barriers in detail with examples.

15

OR

Q.2 Describe the basic technique of interview and elaborate on the preparation required by the interviewer in order to conduct interview.

15

Q.3 a) You as an Officer-in-charge of an organization, would like to inquire about the catering service provided by 'Tasty Bites Caterers'. Draft a letter of enquiry (Use full block format)

07

b) You as a dealer of electronic gadgets, have received a complaint regarding a music system that is not working properly. The customer wants replacement. Draft a reply to complaint letter explaining it is not possible as it was purchased under an exchange offer scheme. (Use indented format)

08

OR

Q.3 a) Place an order for 500 number of readymade winter garments of different types. Give details of colour, size and date of delivery. Draft an order letter (Use modified block format)

07

b) Draft a Sales letter to promote diet snacks.

08

P.T.O

Q.4 Elaborate on need and importance of e-mail etiquettes in business world. Also, discuss the email etiquettes with reference to Corporate world 15

OR

Q.4 Explain the principles of Effective presentation in detail with reference to corporate presentations. 15