

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:**

**20**

- 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.

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**Marks**

- 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.

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- 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.

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**Marks****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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