

Time: 2 Hrs

Total marks: 40

Question No. 1 is compulsory

Attempt any three out of the remaining questions

Numbers to the right indicate marks

Q1 a) "Communication is a key to success." Explain the process of communication with a labeled diagram. [2]

b) Identify the sender, message, receiver, medium /channel in the following situation:

A traffic police stops a biker and fines him Rs.100 for not wearing a helmet [2]

c) Explain: 'hearing is natural, listening requires efforts'. [2]

d) Give a diagrammatic representation of a letter in complete-block format. [2]

e) Differentiate between warning and caution [2]

Q2 a) Explain advantages and disadvantages of nonverbal communication. [2]

b) Explain any two means of overcoming psychological barriers in an organization. [2]

c) Your shop, Graphic Displays has received an enquiry letter from a college regarding display boards, racks, white boards and black boards. Draft the quotation letter to be sent to the Principal of the college. (Use Modified Block Format) [6]

Q3 a) Name and explain vertical communication. [3]

b) What do the following non-verbal cues communicate: [1]

i) Closed eyes

ii) Pointing finger

c). A majority of the computers and peripherals that you had ordered for your new office have been received in a damaged condition. Draft a suitable complaint cum claim letter asking for appropriate compensation from the supplier. [6]

Q4 a) Identify the barrier: [2]

(i) Villagers are not able to follow the politician's speech because it is in English.

(ii) A boss commenting that all calculations are wrong because it has been done by a lady.

b) What is Body Language? How it can be interpreted? [4]

c) Describe the process of titration. [4]

Q5 a) Write short notes on i) Grapevine ii) Your attitude [3]

b) differentiate between skimming and scanning. [2]

c) Match the following:

[3]

- |                    |                      |
|--------------------|----------------------|
| a. Full block form | (i) Logo/Emblem      |
| b. FB/104/07       | (ii) Principle       |
| c. Letter head     | (iii) No indents.    |
| d. Enclosure       | (iv) Dear Sir        |
| e. Salutation      | (v) Reference number |
| f. Consideration   | (vi) Attachment      |

Q5 d) Make sentence with the following pair of words so as to differentiate between their meanings: i) except, accept ii) cereal, serial [2]

Q6. A Read the following passage carefully and answer the questions given: [5]

Education has always had two objects: on the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by skills, for it is increase of skill that is the distinctive feature of our world. Although scientific skill is necessary, it is by no means sufficient. A dictatorship of man of science would very soon become horrible. Skill without wisdom may prove to be surely destructive. For this reason, if for no other, it is of great importance than those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, if it can be imparted at all, can be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it. If you wish to make the human race so numerous that all are on the verge of starvation, it will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than other. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell. It can't teach you patience, it can't teach you sympathy, it can't teach you a sense of human dignity. These things, insofar as they can be taught in formal education, are most likely to emerge from the learning of history and great literature.

- What should, according to the writer, be the aim of education?
- Why is increase of skill a distinctive feature of our world?
- What danger does the writer see in the present emphasis on imparting skills?
- What knowledge does science impart to us?
- Why should we study history and great literature?

b) Describe any ONE of the following objects giving definition, diagram, components & working of calculator, mobile phone [3]

c) Use one word for the following statements. [2]

- Words which have the same meaning,
- A person with a positive approach