

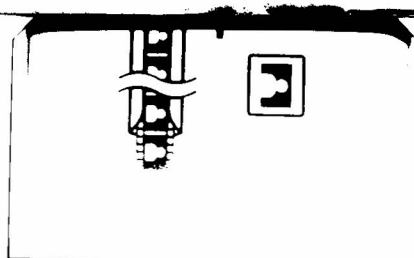
Faculty Code : 003**Subject Code : 003107****Time : 2½ Hours]****[Total Marks : 70**

- Instructions :** (1) Answers of the Que.-I (MCQs) are to be written in your main answer-book.
(2) Mention your options clearly.
(3) Figures at the **right** indicate maximum marks.

1. MCQs :**20**

- (1) Dhirubhai started his career as _____ servant.
(a) a (b) an
(c) the (d) no article
- (2) I say one life, but I have to say six _____.
(a) lifes (b) lives
(c) life's (d) life
- (3) Listen ! Someone _____ a sweet song.
(a) wassinging (b) have been singing
(c) is singing (d) is sing
- (4) PM Modi called President Obama and _____ bilateral issues with him.
(a) discusses (b) is discussing
(c) was discussed (d) discussed
- (5) _____ I borrow your bike ?
(a) May (b) Could
(c) Will (d) Need
- (6) Gandhiji was assassinated _____ 1948.
(a) in (b) on
(c) at (d) from
- (7) When you meet your friend suddenly, you would say; 'Hey! My dear friend, ____
(a) what's going on ?' (b) good bye.'
(c) so what ?' (d) stand up.'
- (8) _____ you like to come with us ?
(a) May (b) Would
(c) Should (d) Can

- (9) You _____ talk loudly in the library, as the other readers get disturbed.
- (a) cannot (b) must not
(c) would not (d) will not
- (10) Car : Petrol :: Television : _____.
- (a) Cable (b) Electricity
(c) Channel (d) DTH
- (11) Every year, Makar Sankranti is celebrated _____ 14th January.
- (a) at (b) for
(c) on (d) with
- (12) When you could not get a clear message through your phone-call, you would respond as...
- (a) Please give me your cell-number.
(b) OK, I have got it.
(c) Sorry, will you repeat please ?
(d) All right, you don't worry.
- (13) An effective system of communication helps in saving of _____.
- (a) place and time (b) money and office
(c) time and effort (d) efficiency and decisions
- (14) Addressing a board meeting is _____ communication.
- (a) informal (b) non-verbal
(c) written (d) oral
- (15) Written communication is a _____.
- (a) useless activity (b) careless activity
(c) speedy activity (d) creative activity
- (16) Biting nails is an indication of _____.
- (a) happiness (b) sadness
(c) surprise (d) nervousness
- (17) The communication from higher authority to lower authority is considered as _____ communication.
- (a) downward (b) upward
(c) horizontal (d) irregular
- (18) Listening without interest is _____.
- (a) sender oriented barrier (b) receiver oriented barrier
(c) channel oriented barrier (d) all the above
- (19) Colours of the costumes make _____ communication.
- (a) oral (b) verbal
(c) non-verbal (d) special
- (20) In communication, upward and downward flow of messages is known as _____ communication.
- (a) horizontal (b) lateral
(c) diagonal (d) vertical



2. Write detailed answers of the following questions. (Any **Two**) 20
- (1) Discuss various phases of communication process.
 - (2) What is written communication ? Explain the merits and limitations of written communication.
 - (3) Which are the essentials of effective public speaking ?
 - (4) What is the meaning of Group Discussion? Why is it relevant ?
3. Write any **two** of the following : 15
- (1) Write a complaint letter to the Head of the Department of your college about the problems of the Net-connectivity in your college computer lab.
 - (2) Your cousin wishes to start a cyber cafe. Prepare an inquiry letter to install various devices in the cafe.
 - (3) Draft an application for the post of a Software developer in System Solution Industries, Vapi.
 - (4) As the H. R. Manager of Well Spun Co., prepare an annual report of the employee feedback.
4. Write any **two** of the following. 15
- (1) Write a letter to your elder sister with a subject-line of your second semester academic schedule.
 - (2) On behalf of Saumya Electronics, Nagpur; put an order for various sizes of Smart TVs.
 - (3) Prepare an annual sales-report on behalf of McDonalds India.
 - (4) Draft a press release regarding the inter-class cricket tournament played last month.

