

Q.P. Code :19378**[Time: 3 Hours]****[Marks:100]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

Q.1 A. Explain the following terms in 2-3 sentences: **(Any five)**

1. Business Etiquette
2. Jargon
3. Moodle
4. Upward Communication
5. Feedback
6. Kinesics
7. Barriers to communication
8. Twitter

(10)

B. Match the following:

(05)

Group 'A'	Group 'B'
1. Sender	a) Legal validity
2. Distance	b) Non Verbal Communication
3. Clarity	c) Cs of Communication
4. Written Communication	d) Physical Barrier
5. Silence	e) Encoder

C. Fill in blanks with suitable option:

(05)

1. The process of giving an abstract idea a concrete form is called _____.
a) planning b) encoding c) medium d) decoding
2. Meetings, Speeches, Interviews are examples of _____.
a) Non-Verbal communication b) Proxemics c) Oral communication d) written communication
3. _____ is a two way process.
a) Order b) Command c) Warning d) Communication
4. _____ is a psychological barrier.
a) Closed mind b) Noise c) Language d) Environment
5. _____ is an informal channel of communication.
a) Paralanguage b) Grapevine c) Upward communication d) Written communication

Q.2 Write short notes on: **(Any Four)****(20)**

1. Process of Communication
2. Facebook as a social medium
3. Advantages of Oral Communication
4. Need and importance of Downward Communication
5. Disadvantages of Internet
6. Disadvantages of Grapevine

Q.3 Answer the following questions: **(Any two)****(20)**

1. Distinguish between Listening and Hearing. Discuss the ways to improve listening skills.
2. Define Business Ethics. Explain the ways in which media ethics should be followed.

