

(Time: 2 ½ Hours)

(Total Marks: 75)

Please check that you have the Correct Question Paper

N.B.: All questions are compulsory

Q.1. (A) Match the Columns (Any Eight):

(8)

- |                           |                       |
|---------------------------|-----------------------|
| 1. 'C' Of Communication   | A. Facial Expressions |
| 2. Proxemics              | B. Distance           |
| 3. Kinesics               | C. Courtesy           |
| 4. Physical Barrier       | D. Nearness           |
| 5. General Agreement      | E. Language Barrier   |
| 6. Homonyms               | F. Jargon             |
| 7. Salutation             | G. Sales Objective    |
| 8. Persuasion             | H. Outdoor Publicity  |
| 9. Posters                | I. Dear Sir/Madam     |
| 10. Technical Terminology | J. Consensus.         |

(B) State whether the following statements are True or False (Any Seven):

(7)

1. In a letter the signature is positioned below the sender's name.
2. Grapevine is a formal, primary channel of communication.
3. Oral communication is necessarily only face-to-face.
4. Silence is not a means of communication.
5. High morale boosts workplace performance.
6. When a Manager advises a subordinate it is Downward Communication.
7. Hearing is by choice.
8. Sound files can be sent by SMS.
9. To motivate is to discourage a person.
10. The Inside Address is a compulsory part of a Business Letter.

P.T.O.

