

1 (A) Answer( any two) of the following:

[20]

- 1) Define Communication and explain how the process of Communication takes place.
- 2) What kind of Communication Networks would you recommend for an organization suffering from poor communication ?
- 3) What are Semantic barriers to effective communication ? How can they be overcome ?
- 4 ) Explain the advantages and Limitations of social media.

OR

1 (A) Write short note on (Any Two)

[20]

- 1) Audio Conferencing- Video Conferencing- Advantages and Limitation.
- 2) Over coming Barriers to communication.
- 3) Consensus.
- 4) Objectives of Communication.

2(A) Explain the following business terms ( Any five)

[5]

- |               |                     |            |
|---------------|---------------------|------------|
| 1) F.O.B.     | 2) Bill of Loading. | 7) Cartage |
| 3) Pilferage. | 4) Hypothecation.   |            |
| 5) C.W.O.     | 6) Debit note.      |            |

(B) Brifely answer (any One)

[05]

- 1) Body of the letter.
- 2) Full Block Form.
- 3) Importance of Stationery in appearance of business letter.

(C) Draft (any one) of the following: [10]

1) Write a letter on behalf of Raj Agencies to Tip-top Furnishers, Pune, asking for quotation of prices for their steel furnitures for offices and homes. Enquire about the mode of payment and credit facilities.

2) Write a letter from Titan sales, giving quotation for the supply of watches and clocks. Emphasise in your letter the after sales service you provide to your customers.

3 (A) Draft (any One) of the following: [10]

1) As a retailer, draft a letter to Rainbow India private Ltd., Ahmedabad, placing an urgent order with them for certain goods. Draw their attention to the need for prompt delivery.

2) The Pioneer Cloth stores ltd, Chennai express regret at being out of stock of a particular brand of suiting. They expect a fresh supply within a month . But if the customer can not wait so long, they can supply as substitute another brand, cheaper and of standard quality. Draft a suitable letter to the customer.

3(B) Draft (any one) of the following: [10]

1) Dhruv Plastics have received from Plastic Products, Mumbai, plastic bags in damaged condition. Write on behalf of Dhruv Plastics a letter of complaint to plastic products, asking for replacement of the bags.

2) One of your customers complains that there has been a week's delay in the execution of his order. Write a suitable reply.

4(A) Draft your application for (any one) of the following requirements: [10]

1) A large public limited company is looking for young, hard-working sales engineer to solicit business and build sales of well-known engineering products.

2) Garment Export House needs Accountant. Commerce graduate with one-year experience of computer based accounting.

4(B) Prepare your Resume or CV for( any one) of the following: [10]

1) Required smart boys and girls on full time basis for Marketing field work and survey.

2) Wanted young good communicative ability Secretary for a reputed computer software company.

5 Answer( any two) of the following:

[20]

1) Draw a character sketch of Pakhom.

2) In ` A Cup of Tea ` , the author probes into the woman`s heart-Discuss.

3) ``The Mother`` is a psychological study of a woman`s suffering and isolation.

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