

Q: 1: (A) Answer of the following: (Any TWO)

[20]

- (i) Define Communication and explain how the process of communication works.
- (ii) Explain the network of channels in an organization with the use of diagram.
- (iii) What is Socio-psychological barrier? How to overcome it?
- (iv) Differentiate between email & voice-mail.

OR

Q: 1: (B) Write short note on the following with examples: (Any TWO)

- (i) Grapevine
- (ii) Semantic / Language barrier
- (iii) Feedback
- (iv) Blog & Social sites

Q-2 (A) Explain the following business terms: (Any FIVE)

[05]

- 1. Cartage 2. Pilferage 3. VAT 4. Freight 5. Power of Attorney
- 6. Certificate of origin 7. CIF

Q-2(B) Answer the following: (Any ONE)

[05]

- 1. Body of the letter
- 2. Enclosures
- 3. Block and Indented form

Q-2(C) Draft a letter on the following: (Any ONE)

[10]

- 1) Write a letter to Raj Furnishers, Pune, asking for quotation of prices for their wooden furniture for offices and homes. Enquire about the mode of payment and credit facilities.
- 2) You have received from Asian Sports, Ahmedabad, dealers in sports - goods and a letter of Inquiry requesting you to quote prices for different qualities of cricket kit. They promise to give a large order if your prices and other terms and conditions are suitable. Draft a reply.

Q: 3: (A) Draft the following letters: (Any ONE)

[10]

1. Draft a letter confirming a quotation for building material for construction and enclose an order for the same.
2. Write a letter to the supplier cancelling the order due to delay in the delivery of goods. The goods you have ordered are not reached by a specific date and also point out that you have incurred considerable loss on account of his negligence.

Q-3(B) Draft a letter on the following: (Any ONE)

[10]

- 1) Metro Footwear, Ahmedabad have received Sports shoes in damaged condition. Write on behalf of them a letter of complaint to replacement the shoes immediately.
- 2) Write a suitable reply to the above complaint.

Q-4(A) Prepare your application on the following requirements: (Any ONE)

[10]

- 1) A Recruitment for Sales Manager who is willing to travel extensively in India. Apply to The Times of India, New Delhi within 7 days.
- 2) Himalaya Publishing House has a vacancy for an Accountant with 1/2 years' experience and knowledge of computer based accounting.

Q-4(B) Prepare your CV on the following: (Any ONE)

[10]

- 1) Wanted a secretary for a business house in Mumbai. Knowledge of import export business essential. Apply to Pioneer Traders, Chennai.
- 2) Required smart boys & girls on full time basis for marketing field work and survey.

Q: 5: Answer the following: (Any TWO)

[20]

1. Describe the treatment of the bagger-girl at Rosemary's house in "A Cup of Tea".
2. Discuss "Blow up the Ship" as a story of adventure underlying the elements of mystery and suspense in it.
3. Tagore explores in this story man's psychological need for some form of love. Discuss.
4. Write a detailed note on the nature as La Cachirra's love for her son and also explain why she hates the idea of another woman in her son's life?