



- (e) Which type of communication is a memo best suited for? 1 U 3
- (i) Informal communication      (ii) External communication
- (iii) Internal communication      (iv) Visual communication

**Q.2 Attempt Any Two** [10]

- (a) Explain the rules for using articles with examples. 5 U 1
- (b) Discuss the significance of modal auxiliaries in professional communication. 5 A 2
- (c) Draft a formal letter to a client requesting an extension of a deadline. 5 C 3

**Q.3 Attempt Any Two** [10]

- (a) Analyze how idioms enhance the effectiveness of written communication. 5 A 2
- (b) Explain barriers in communication process. 5 A 1
- (c) Write a formal letter addressing a customer complaint. 5 C 3

**Q.4 Attempt Any Two** [10]

- (a) Draft a short email declining a business proposal politely. 5 C 5
- (b) Write a memo addressing team members about an upcoming event. 5 C 3
- (c) Write a short memo informing employees about a change in office timing. 5 C 3

## SECTION B

	Marks	BL	CO
<b>Q.5 Objective-Type Questions</b>	<b>[05]</b>		
(a) The process of converting a message into symbols, words, or gestures is called:	1	R	2
(i) Decoding			
(ii) Encoding			
(iii) Feedback			
(iv) Channel			
(b) What type of communication involves diagrams, charts, and graphs?	1	U	2
(i) Oral communication			
(ii) Visual communication			
(iii) Non-verbal communication			
(iv) Written communication			
(c) Prejudices, stereotypes, and biases belong to which category of barriers?	1	U	2
(i) Physical barriers			
(ii) Semantic barriers			
(iii) Psychological barriers			
(iv) Cultural barriers			
(d) What is the most critical factor in effective speaking?	1	A	3
(i) Tone of voice			
(ii) Length of the speech			
(iii) Number of gestures			
(iv) Use of complex vocabulary			
(e) In a group discussion, how should a participant handle disagreement?	1	A	3
(i) Avoid addressing them entirely			
(ii) Respond aggressively to prove their point			
(iii) Politely present counterarguments with supporting evidence			
(iv) Agree with others to avoid conflict			
<b>Q.6 Attempt Any Two</b>	<b>[10]</b>		
(a) Explain the role of non-verbal communication in conveying emotions and attitudes. Provide examples of different types of non-verbal cues and their meanings.	5	U	2
(b) Explain what role play is and how it can be used as a tool for improving communication skills in a team setting. Provide examples of how role play can simulate real-world scenarios.	5	U	2
(c) Explain the 5 Cs of effective communication (Clear, Concise, Concreteness, Correctness, and Consideration) and provide an example of how each can be applied in a professional email.	5	U	2

- Q.7 Attempt Any Two** **[10]**
- (a) You are managing a diverse team with language and cultural differences. How would you overcome these barriers to ensure clear and effective communication within the team? **5 A 5**
- (b) As a manager, you need to communicate a new policy to your team. How would you decide whether to use written communication (email, memo) or face-to-face communication for this message? Justify your choice based on the content, urgency, and potential impact. **5 A 3**
- (c) Explain the importance of tone and pitch in effective speaking. How do they impact the clarity and emotional appeal of your message? **5 A 3**

- Q.8 Attempt Any Two** **[10]**
- (a) Analyze a situation where a breakdown in communication occurred in an organization. Identify which components of the communication process were ineffective or missing, and suggest ways to address the issues. **5 N 4**
- (b) Analyze a group discussion where one participant dominated the conversation, leaving others with little opportunity to contribute. What were the potential effects on the discussion, and how could the facilitator have managed the situation to ensure balanced participation? **5 N 4**
- (c) In a dialogue where a client expresses dissatisfaction with a product's performance, analyze how the company representative responds. Are they effectively addressing the client's concerns? What strategies could they use to improve customer satisfaction and resolve the issue more effectively? **5 N 5**

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