

17201

11718

3 Hours / 100 Marks

Seat No.

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- Instructions* – (1) All Questions are *Compulsory*.
(2) Answer each next main Question on a new page.
(3) Figures to the right indicate full marks.
(4) Assume suitable data, if necessary.
(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

- 1. Answer any TEN in 2-3 sentences:** **20**
- Define ‘Diagonal’ communication with an example.
 - Write any two advantages of formal communication.
 - Mention any two solutions to overcome environmental barrier.
 - State the role of sender in communication process.
 - Define mechanical barrier with an example.
 - What are the advantages of written communication?
 - State the importance of selecting right channel for communication.
 - What is the need of effective communication skills for an engineering professional?
 - Define ‘technical jargons with any two examples.
 - Explain the principle of effective communication - ‘classify’.
 - Write any four examples of personal - physical barrier.
 - State the importance of vertical communication in an organisation.

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- 2. Answer any FOUR in 4-5 sentences. 16**
- a) Explain the term 'haptics' with any two examples.
 - b) What is the need of listening skill to be a good communicator?
 - c) Define Non-verbal communication with any two advantages.
 - d) State the role of 'Gestures' and 'Postures' in face to face oral communication.
 - e) Explain the four zones stated by Dr. Albert Mehrabian of proxemics.
- 3. Answer any FOUR in 4-5 sentences. 16**
- a) Explain 'Prejudice' and 'Phobia' on psychological barriers.
 - b) Define chronemics with its role in communication.
 - c) State any four advantages of graphical communication.
 - d) Write any four tips to develop listening skill.
 - e) Explain 'Selective' and 'Active' listening.
- 4. a) Write job application with resume for the post of 'Trainee Engineer' (Computer) at Wipro Infotech, LBS Marg, Vikhroli, Mumbai - 400 081. 8**
- b) Attempt any ONE of the following: 8**
- (i) Draft a memo for an employee for remaining frequently absent without prior permission.
 - (ii) State any eight guidelines to type e-mail properly with format.

5. a) Draft a complaint letter to 'Horizon computers' for supplying faulty and damaged computers, asking replacement of the same. **8**

b) **Answer any TWO in 4-5 sentences:** **8**

(i) Explain the principle of effective communication 'conciseness and completeness'.

(ii) State the importance of horizontal communication in an organisation.

(iii) Explain the social need of communication skills.

6. a) Write a report to the Senior Executive Manager about fall in production of your unit of electronics appliances. **8**

b) **Attempt any ONE of the following:** **8**

(i) Prepare a bar graph on the basis of data given below:
Annual deaths of commuters due to accidents at Mumbai Local trains.

Year	Station		
	Dadar	Kurla	Thane
2016	460	475	410
2015	360	395	350
2014	290	310	205

(ii) Draw a pie chart showing percentage of various modes of payments for purchase in India.

Card payments – 22%

Cash payment – 58%

Net banking – 09%

Other – 11%
