

- N.B. : (1) Question No. 1 is compulsory.
(2) Attempt any four questions out of the remaining six questions.
(3) Figures to the right indicate full marks.
(4) Answers to all sub questions should be attempted and grouped together.

1. (a) Explain the 7 C's of communication. 5
(b) Identify the barriers in the following communication situations: 3
(i) A village patient took two spoons and kept in the pocket since the doctor advised him to take "two spoons after lunch."
(ii) The speaker starts stammering when he sees the huge audience.
(iii) The presenter discontinued the session due to the faulty projector.
(c) Match the following :— 3
- | A | B |
|----------------------------|-----------------|
| (i) Finding price of goods | Guilty |
| (ii) informal channel | Danger |
| (iii) Avoid eye contact | Consideration . |
| (iv) Thermometer | Grapevine |
| (v) You-Attitude | Enquiry |
| (vi) Life is at risk | Instrument. |
- (e) What is non verbal communication? Explain any three types which we should apply while giving a presentation. 4
2. Write short notes :— 15
(i) Advantages and disadvantages of Horizontal communication
(ii) Techniques to improve Speaking and Writing skills.
(iii) Explain SQ3R Method.
3. (a) Assuming that you are the Purchase Officer of Duro Garments Enterprises, Hoshipur Road, Rohtak-124003, place an order for the following items with Modern Furniture Mart, Sadar Bazar, New Delhi- 110008. 8
- | | | |
|------------------|---|----|
| Office Chairs | - | 20 |
| Steel Cup boards | - | 08 |
| Wooden Tables | - | 15 |
- Invent necessary details regarding the size, shape, colour etc (Complete block)
- (b) Draw the Lay out of Semi block format with all the features. 3
(c) Advantages and disadvantages of Grapevine communication. 4