

(REVISED COURSE)
(2 Hours)

QP Code : 1062

[Total Marks : 40

N.B. (1) Question no.1 is Compulsory.

- (2) Attempt any three out of the remaining FIVE questions
- (3) Figures to the right indicate full marks
- (4) Answers to all the sub questions should be attempted and grouped together

Q.1a. Answer any TWO of the following: (3 x 2 = 06M)

- i. What steps should be taken to ensure good listening?
- ii. How is clarity achieved in business correspondence?
- iii. Write short note on medium with an example.
- iv. Draw the layout of semi block form .State the punctuation applied in it.

1b. Identify the sender, message, medium and receiver in the following situations: (04M)

- i. Presenting budget in the Parliament
- ii. Announcement of man of the match after a cricket match

Q2. i. Explain semantic barriers (02 M)

- ii. Write short note on Body Language (04 M)
- iii. Complaints are blessings to the business man. Discuss. (02 M)
- iv. Define the terms: Barometer ; Laptop (02 M)

Q3a. Maruti Merchants, Mumbai had ordered 70 bags of rice and 50 bags of Wheat from Motiwala Bros, Nasik. Write a letter of complaint for the shortage in 40 rice bags and 10 wheat bags. Give full details of the shortage and claim compensation. (Use complete block form) (05 M)

3b. Do as directed:

- 1. You should first open the valve of the pipe. (Convert into an imperative sentence) (01 M)
- 2. Mention the colours in which each of these is mentioned: (02 M)
 - i. Caution
 - ii. Warning
 - iii. Danger
 - iv. Note

3c. Write short note on signature block with an example. (02 M)

4a. Match the following: (02 M)

- | | |
|----------------------------|------------------------|
| i. Can cause burns | A) Semi block form |
| ii. Open punctuation | B) Warning |
| iii. Can lead to data loss | C) Complete Block form |
| iv. Indented Para | D) Caution |

4b. State whether the following statements are True or False (02M)

- i. The quality of communication is a source of motivation and can improve human relations.
- ii. There could be no semantic barriers if all people spoke the same language.
- iii. The eyes have one language everywhere.
- iv. Socio psychological barriers can be overcome only by one's own efforts.

4c. Your housing society has 100 flats. In the General Body Meeting it has been decided to colour the buildings. As the Secretary of the society write a letter of enquiry and ask for quotation from a local consultant. (Use Semi block form) (06M)

5a. you are supposed to appear for a viva. Highlight three aspects of oral communication that you will bear in mind while answering. (03 M)

5b. Write short note on vertical communication. (03 M)

5c. Dr. Bose booked a flight ticket to attend a conference. On the day of departure he went on time to the airport as was mentioned in the ticket. , once he reached the counter he was told that the flight was rescheduled one hour early, and the passengers were informed through SMS which he did not receive because of poor network service.

a. Identify the barriers in the given situation. (02 M)

b. How can such situation be avoided. (02 M)

6a. Read the following passage and answer the questions given below:

Alaska pipeline starts at the frozen edge of the Arctic Ocean. It stretches southward across the largest and northernmost state in the United States, ending at a remote ice-free seaport village nearly 800 miles from where it begins. It is massive in size and extremely complicated to operate. The steel pipe crosses windswept plains and endless miles of delicate tundra that tops the frozen ground. It weaves through crooked canyons, climbs sheer mountains, plunges over rocky crags, makes its way through thick forests, and passes over or under hundreds of rivers and streams. The pipe is 4 feet in diameter, and up to 2 million barrels (or 84 million gallons) of crude oil can be pumped through it daily. Resting on H-shaped steel racks called "bents," long sections of the pipeline follow a zigzag course high above the frozen earth. Other long sections drop out of sight beneath spongy or rocky ground and return to the surface later on. The pattern of the pipeline's up-and-down route is determined by the often harsh demands of the arctic and subarctic climate, the tortuous lay of the land, and the varied compositions of soil, rock, or permafrost (permanently frozen ground). A little more than half of the pipeline is elevated above the

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ground. The remainder is buried anywhere from 3 to 12 feet, depending largely upon the type of terrain and the properties of the soil. One of the largest in the world, the pipeline cost approximately \$8 billion and is by far the biggest and most expensive construction project ever undertaken by private industry. In fact, no single business could raise that much money, so 3 major oil companies formed a consortium in order to share the costs. Each company controlled oil rights and paid into the pipeline-construction fund according to the size of its holdings. Today, despite enormous problems of climate, supply shortages, equipment breakdowns, labor disagreements, treacherous terrain, a certain amount of mismanagement, and even theft, the Alaska pipeline has been completed and is operating.

1. The passage primarily discusses the pipeline's (01M)
 1. operating costs
 2. employees
 3. consumers
 4. construction
2. The word "it" in line 3 refers to (01M)
 1. pipeline
 2. ocean
 3. state
 4. village
3. According to the passage, 84 million gallons of oil can travel through the pipeline each (01M)
 1. day
 2. week
 3. month
 4. year
4. The author mentions all of the following as important in determining the pipeline's route EXCEPT the (01M)
 1. climate
 2. lay of the land itself
 3. local vegetation
 4. kind of soil and rock

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5. The word "undertaken" is closest in meaning to

(01M)

1. removed
2. selected
3. transported
4. attempted

6. Which of the following determined what percentage of the construction costs each member of the consortium would pay? (01M)

1. How much oil field land each company owned
2. How long each company had owned land in the oil fields
3. How many people worked for each company
4. How many oil wells were located on the company's land

6 b. Distinguish between oral and written communication.

(02M)

6 c. Write one word for:

(02M)

- i. One who collects postage stamps; ii. A person in charge of a museum
- iii. An instrument for detecting earthquakes; iv. A number of disorderly people