



- 2 (a) Fill in the blanks with the appropriate words given in the brackets : 4  
 (conscious, advantages, limitation, memo)  
 (1) \_\_\_\_\_ is a situation for written communication.  
 (2) Written communication is a \_\_\_\_\_ activity.  
 (3) Lack of secrecy is one of the \_\_\_\_\_ of written communication.  
 (4) Repeated reference is one of the \_\_\_\_\_ of written communication.
- (b) Answer the following questions in brief : (any **one**) 2  
 (1) What is written communication ?  
 (2) What are the media of written communication ?
- (c) Answer the following questions in detail : (any **one**) 3  
 (1) What is the format of business report ?  
 (2) What is persuasive letter ?
- (d) Write on the following : (any **one**) 5  
 (1) Prepare a resume of the post of a lecturer in commerce college.  
 (2) Write a report on the NCC camp of your college. (press report.)
- 3 (a) State the following sentences are True or False. 4  
 (1) An interviewee should not avoid too many gestures while facing interview.  
 (2) A candidate should build a positive mindset before facing an interview.  
 (3) A good presentation should be arranged in logical sequence.  
 (4) There is no need to maintain proper eye contact in presentation.
- (b) Answer the following questions in brief : (any **one**) 2  
 (1) What is oral communication ?  
 (2) What is meeting ?
- (c) Answer the following questions in detail : (any **one**) 3  
 (1) Discuss planning and organization of meetings.  
 (2) Explain distribution of time in presentation.
- (d) Write short notes on the following : (any **one**) 5  
 (1) Advantages of oral communication.  
 (2) Types of interview.

- 4 (a) True or False : 4
- (1) A good listener should be closed minded.
  - (2) The ego helps to listen any message effectively.
  - (3) Active listening is the best kind of listening.
  - (4) Sensitive listening is also called sympathetic listening.
- (b) Answer the following questions in brief : (any **one**) 2
- (1) What is interpreting a message in listening skill ?
  - (2) How to avoid selective listening ?
- (c) Answer the following questions in detail : (any **one**) 3
- (1) Which factors help in listening ?
  - (2) What is marginal listening ?
- (d) Write short note on the following : (any **one**) 5
- (1) Process of listening.
  - (2) Negotiation skill.
- 5 (a) Fill in the blanks with the appropriate words given in the brackets : 4
- (on, in, at, over)
- (1) My birthday is \_\_\_\_\_ 1988.
  - (2) The fly is flying \_\_\_\_\_ the leaves.
  - (3) The film will start \_\_\_\_\_ 9:00 P.M.
  - (4) The book \_\_\_\_\_ the table is mine.
- (b) Answer the following questions in brief : (any **one**) 2
- (1) What is intimate zone ?
  - (2) What is public zone ?
- (c) Answer the following questions in brief : (any **one**) 3
- (1) What is non-verbal communication ? How do various sounds signals convey messages ?
  - (2) How does 'silence' communicate ?
- (d) Write a short note on the following : (any **one**) 5
- (1) Body language.
  - (2) Para language.