

Time: 2 Hours

Total Marks: 40

- 1) Question 1 is compulsory
- 2) Attempt any (3) out of remaining (5)

Q1. a) Choose the correct option:

i] Which of these must be avoided for effective communication? (4)

A) Sharing of activity B) Listening C) Ambiguity D) Politeness

ii] Reading a book to get a deep idea of the content is called as _____.

A) Scanning B) Skimming C) Intensive reading D) Extensive reading

iii] I can't believe that was our test. I think it was easier than some of our homework! It was a _____

A) a leap in the dark B) a lick and a promise C) a bridge too far D) a piece of cake.

iv] Find a word for: "happening again and again"

A) Condemning B) Calculating C) Chronic D) Creating

v] The Salutation should be written _____

A. Below the Inside address. B. Above the Inside Address. C. Above the date D. None of these.

vi] When is the communication process complete?

A) When the sender transmits the message B) When the message enters the channel

C) When the message leaves the channel D) When the receiver understands the message.

vii] In the Complete Block format of letters paragraphs are _____

A) Aligned B) Not aligned C) Indented D) Not indented

viii] 'Wear helmet while driving a two-wheeler' is an example of

A) Danger B) Warning C) Caution D) Note

b) Differentiate between the Semi Block format and Modified Block format of letters. (2)

c) Define chronemics. (2)

d) Why is technical writing? How is it different from other forms of writing? (2)

Q2 a) With the help of examples, explain what are gestures and their role in effective communication. (4)

b) What is horizontal communication? State any (2) advantages of this type of communication. (4)

c) 'We have looked into the matter and realized that your claim is false.' Which principle of letter writing is missing in this reply to complaint letter? Rewrite the statement in accordance to the principle named by you. (2)

Q3 a) Justify the statement that non-verbal communication plays a significant role in the communication process. Give appropriate examples. (4)

b) You purchased a branded blazer for an important college event. You gave it for fitting but the evening before your event when you went to collect the altered blazer, it was not ready. Write a letter to the owner asking for appropriate compensation. Use the complete block format. (6)

(d) Every variety of crude oil contains _____ in excess.

- (i) sulphur (ii) oxygen (iii) nitrogen (iv) nickel

(e) Asphyxiants cause death by

- (i) drowning (ii) suffocation (iii) wounds (iv) cancer

(f) The word 'refined' means _____

- (i) pure (ii) impure (iii) fine (iv) nice

(b). Prepare a set of instructions to follow while using a selfie-stick to click a photograph with a mobile phone. (04)