

19-12-16



Q.P. Code : 530304

(2 Hours)

[Total Marks : 40

- N.B. : (1) Question No.1 is **Compulsory**.
 (2) Attempt **any three** out of **five** questions.

1. (a) "Communication is a circular process". Comment on this statement and mention the steps involved in the communication process. 2
- (b) Identify the sender, message, receiver, medium /channel in the following situation: 2
 The teacher gave clear instruction' to the students regarding how to fill the form.
- (c) "Good listening skills are not inherited it can be inculcated". Explain 2
- (d) Give a diagrammatic representation of a letter in modified block format. 2
- (e) Differentiate between caution and warning. 2
2. (a) "The Face is the index of the mind" Discuss. 2
- (b) Mention the ways to minimize the harmful effects of grapevine communication. 2
- (c) Your shop, Advance Security Services, Maroi Road, Andheri has received an enquiry letter from a college regarding prices and installation of 30 CCTV camera. Draft the quotation letter to be sent to the Principal of the college. (Use Complete Block Format) 6
3. (a) Name and explain any 2 types of Organizational barriers briefly. 2
- (b) Interpret the following gestures: 2
 - (i) Frequently playing with tie, buttons or paper weight.
 - (ii) Arms folded across the chest.
- (c) As a Head of an Institution of Technology and Science write a Letter of complaint to a supplier in Mumbai, demanding the replacement of the consignment of goods not supplied in conformity with the samples approved by you. 6
4. (a) Identify the barrier: 2
 - (i) It was so chaotic outside that I couldn't understand a single word.
 - (ii) A sign board read, "Fine for parking".
- (b) Discuss the paralinguistic aspects of effective communication. 3
- (c) Describe the process of Titration. 3

TURN OVER

- (d) Find one word substitute for the following: 2
- (i) Study of colours.
- (ii) Receiving and interpreting of received message.
5. (a) Write short notes on :- 3
- (i) Haptics (ii) courtesy and consideration
- (b) Explain the SQ3R Technique. 2
- (c) Match the following: 3
- | | |
|---------------------------------------|-----------------------------|
| (a) You attitude | (i) Salutation |
| (b) FB/HR/1 04/07 | (ii) For information |
| (c) Greetings to receiver of a letter | (iii) Principle |
| (d) Letterhead | (iv) Reader's point of view |
| (e) Conciseness | (v) Emblem/logo |
| (f) CC to | (vi) Reference no |
- (d) Make sentence with the following pair of words so as to differentiate between their meanings: 2
- (i) access, excess (ii) eminent, immanent
6. (a) Read the following passage carefully and answer the questions given: 5
- One of the greatest advances in modern technology has been the invention of computers. They are widely used in Industries and in Universities. Now there is hardly any sphere of human life where computers have not been pressed in to service of man. We are heading fast on the close of this present century towards a situation when a computer will be as much part of man's daily life as a telephone or a calculator. Computers are capable of doing extremely complicated work in all branches of learning. They can solve the most complex mathematical problems or put thousands of unrelated facts in order. These machines can be put to varied uses. For instance, they can provide information on the best way to prevent traffic, or they can count the number of times the word "and" has been used in the Bible. Because they work accurately and at high speed, they save the research worker's hard work. This whole process by which machines can be used to work for us had been called 'automation'. In the future 'automation' may enable human beings for more leisure than they do today. The coming of automation is bound to have important social consequences. Some years ago an expert on automation, Sir Leon Bagrit,

TURN OVER

pointed out that it was a mistake to believe that these machines could 'think'. There is no possibility that human beings will be "controlled by machines". Though computers are capable of learning from their mistakes and improving on their performance, they need detailed instructions from human beings to operate. They can never, as it were, lead independent lives or "rule the world" by making decision of their own. Sir Leon said that in future, computers would be developed which would be small enough to carry in the pocket. Ordinary people would then be able to use them to obtain valuable information. Computers could be plugged into a national network and be used like radios. For instance, people going on holiday could be informed about weather conditions. Car drivers can be given alternative routes when there are traffic jams. It will also be possible to make tiny translating machines. This will enable people who do not share a common language to talk to each other without any difficulty or to read foreign publication. Computers will also be used in ordinary public hospital, by providing a machine with a patient's systems; a doctor will be able to diagnose the nature of illness. Similarly machines could be used to keep a check on a patient's health record and bring it up to date. Doctors will therefore have immediate access to a great many facts which will help in their work. Bookkeepers and accountants too could be relieved of dull clerical work, for the tedious task of compiling and checking lists of figures could be done entirely by machines. Computers will also be able to tell the exact age a man is going to live, with the help of his blood picture. Computers are the most efficient servants man has ever had and there is no limit to the way they can be used to improve our life style and life.

Questions :

1. What is the greatest advancement in modern technology ?
 2. Explain Automation.
 3. What was the prediction of Sir Leon about the computers in future?
 4. Name the areas where computers can be effectively used?
 5. Find word in above passage which conveys the similar meaning for
 - (i) Difficult or complex
 - (ii) Collect or arrange
- (b) Describe any ONE of the following objects giving definition, diagram, components & working. 3
- (i) portable room cooler
 - (ii) gas stove
- (c) Correct the following sentences: 2
- (i) He asked me if I ever had been to France
 - (ii) Every children need love and attention.