Q.1. What is communication? Briefly explain the various principles of effective communication.

(3+7=10)

Q.2. Explain the following (any ten):
(a) Grapevine  (b) Kinesics
(c) FAX  (d) Memo
(e) D.O. letter  (f) C.V.
(g) Semantic barrier  (h) Agenda
(i) Encoding  (j) Chronemics
(k) Office circular  (l) Non-verbal communication

(10x2=20)

Q.3. Write a complaint letter to the postal department stating certain parcel that was ordered a month back has not reached the address.

(10)

Q.4. Briefly explain the essentials of good business letter.

(5)

Q.5. Fill in the blanks:
(a) __________ is a physical barrier to communication.
(b) Communication flow from a manager to a worker is known as __________.
(c) __________ is a study of how speaker verbalises.
(d) __________ is related to space distance between persons during communication.
(e) Transmission of information amongst persons of same level and status is known as __________.

(5x1=5)

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