University of Mumbai

Curriculum Scheme: Rev2019 'C Scheme'

Examination: FE Semester II _FH2022

Course Code:29716 Course Name: Professional Communication and Ethics-I

Time: 1 hour 30 minutes **Max. Marks: 40**

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Q 1Solve MCQ 10 Marks (2 Marks each)

1. Mention the color in which each of these is mentioned.
Option A: Caution
Option B: Warning
Option C: Danger
Option D: Note

2. A voltmeter is an ……that measure voltages.
Option A: tool
Option B: instrument
Option C: appliance
Option D: equipment

3. The key to all communication is
Option A: Sender
Option B: Receiver
Option C: Medium / channel
Option D: Feedback

4. SQ3R Method helps one to become an effective…….
Option A: Writer
Option B: Reader
Option C: Listener
Option D: speaker

5. The term Kinesics stands for-
Option A: Facial expression
Option B: Space
Option C: Body Language
Option D: Time

Q-2 Attempt any two questions- 10 Marks

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Q2 (A)

i. What is meant by communication? Discuss the process of communication in detail.(03)

ii. Write short note on-(02)

1. E-mail Etiquette
2. Occulesics

Q-2 (B)

(i)Tata Merchants, Mumbai had ordered 70 bags of rice and 50 bags of wheat from Shah Bros. Nashik. Write a letter of complaint for the shortage of 30 rice bags and 5 wheat bags. Give full details of the shortage and claim compensation (use full block format) (04)

ii. Do as directed: (01)

i. The exam was …… than I thought. (Use the comparative form of easy)

ii. The factory is located near the ……region (desert/dessert).

Q-2 (C)

i. What are 7 Cs of business correspondence? Explain the ways in which clarity can be achieved in business letters? (03)

ii. Construct the technical definition of the following- (02)

1. Voltmeter
2. Lathe

Q-3 Attempt any two questions-

(A) 1. What is Grapevine? Discuss the merits and demerits of Grapevine in an organization. (03)

2. Write short note on Paralanguage. (02)

Q-3 (B) Write technical description of a 'Computer' or 'Water purifier' under the following headings. (05)

1. Definition
2. Diagram
3. Description of components
4. Working

Q-3 (C) 1.Compare and contrast between oral and written communication. (03)

2. What is the difference between Technical Description and Instruction? (02)

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Q-4 Attempt any two questions-

(A)Read the following passage and answers the given questions- (05)

There is no dearth of fake patriotism in the world to camouflage one's weakness or failure in administration and planning. It rather becomes an instrument in the hands of dictators and selfish rulers to keep their position safe. One can hear the slogans of Patriotism on both the sides of the line of demarcation in the Indian sub-continent. When there is satisfaction among the masses there slogans would be raised 'danger is lucking on the borders ' , 'the enemy is making preparations to attack one country'. This is not patriotism but perverse thinking for selfish motives. Patriotism does not require a whip to rouse the sentiments of the people- if it is true Patriotism. The Unity achieved during war maybe a result of apprehension of slavery, not necessarily true emotion generated by Patriotism. It is in the blood of people to mould their life according to the needs of the motherland. It is not expedient to create circumstances benefiting one's own interests. It is rather regrettable that Patriotism is a greatest casualty in almost all the fields in our country. Political expediency and selfish motives have becomes Supreme, to the extent that even to talk of Patriotism is labelled as puerile or reactionary. Let us take inspiration from the young girl who wept and cried bitterly for she could not offer flowers on the war memorial in London, for none of her forefathers had laid his life for the cause of the nation. Let us inculcate this novel spirit among the people if we have to bring back the glory that was India.

Questions:

1. What is the effect of fake patriotism? (01)
2. When are the slogans of patriotism raised?(01)
3. What does the author regret? (01)
4. What is the result of political expediency and selfish motives? (01)
5. Give the synonyms for the followings: (01)
   (i) Apprehension of slavery
   (ii) Political expediency

Q-4 (B)

1. Write set of instructions for using "Washing machine" or "Replacing gas cylinder". (03)
2. What is "You Attitude"? Explain with example. (02)

Q-4 (C)

1. As a Sale Director of Fitness Plus Centre, Bangalore, draft a sales letter to Business professions selling them your 3 wellness packages: (use full block format) (04)
   i) The 3 day Fitness weekend.
   ii) The 7 day Total Fitness Programme.
   iii) The Individualized corporate well- being programme.

2. Differentiate between Caution and warning. (01)

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