

- N.B. : (1) Question no.1 is compulsory.  
(2) Attempt any **three** questions of the remaining **five** questions.  
(3) Answers to all the sub questions should be attempted and grouped together.  
(4) **Figures** to the right indicate **full marks**.

1. (a) Explain any 2 psychological barriers. 3  
(b) Fill in the blanks ( with the words given below the sentences) 3  
(i) Every programming language and software has \_\_\_\_\_ limitations.  
(ii) ABC of Communication refers to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.  
(iii) Many ecologists are concerned that the "green house effect" is changing many of the earth's \_\_\_\_\_ weather patterns into \_\_\_\_\_ systems unable to be accurately forecast by those who study them.
- (Clarity, jargon, passive voice, predictable, uncanny, chaotic, growing, erratic, attitude, break, accuracy, brevity, its, their, implies, induces.)
- (c) What is 'You attitude'? 2  
(d) Explain the difference between caution and warning, giving an example for each. 2
2. (a) Give an outline of the Communication cycle and explain the components giving an example. 4  
(b) Give a diagrammatic representation of the parts of a letter in Complete Block Form. 3  
(c) Change the following instructions to use the Udell overhead projector into a process description. 3

The projector bulb heats up during operation. Do not touch. Keep air vents uncovered to allow for proper cooling.

To operate the Udell, follow these eight simple steps :—

- (i) Place the projector on a level surface, approximately 6-10 feet from a projector screen or blank wall.  
(ii) Plug the power supply cord into a 110V 60 Hz AC wall outlet.  
(iii) Push the rocker to the "on" position.

- (iv) Place the material to be viewed squarely on the projector's stage.
- (v) Adjust the height of the projected image by lowering or raising the projector's lens head.
- (vi) Rotate the focus knob for clear viewing of the projected image.
- (vii) Push the rocker switch to the 'off' position when you are through viewing your material.
- (viii) Unplug the unit's power cord.

Following these eight simple steps will help you use the Udell overhead projector.

3. (a) How do you interpret the following non-verbal cues sent by others? Do they always mean the same to you? 4
- (i) Yawning
  - (ii) Drooping Shoulders
  - (iii) Raised eye- brows
  - (iv) Silent after a question
- (b) As the Head of the Production Unit of New Age Vision, Jaipur, you have received a complaint from the Graam Sevak of Ladanpur village-a remote hamlet in Rajasthan-who has complained about the unruly, rude, and offensive manner in which some of the crew members of your company conducted themselves during their stay in the village while shooting for a documentary entitled 'Vision Village: Vision India'. Draft an apology letter expressing your regret and assuring action from your side. 6
4. (a) How can one be an effective speaker? 4
- (b) Your college is organizing the National Sports meet in June 2014. You require a lot of sports gear for various sports & games. As the Sports Secretary of your college write a letter of enquiry to a sports dealer regarding your requirements. 6
5. (a) "Hearing is natural, listening needs effort." Explain the statement with reference to techniques to be an effective listener. 4
- (b) Give one word substitutes for the following :— (any two) 2
- (i) One who analyses elections, voting, votes etc.
  - (ii) Study of birds.
  - (iii) Something which happens once every two years.
- (c) Correct the errors in the following letter and rewrite in Semi block format. 4



BRONCO AIRLINES  
711 Gamblers Boulevard  
Denver, Colorado 41215  
Tel. 1-800-cockpit

February 10, 20 .....

Mrs. Vonnie Bishop  
3315 Keats Road  
Spokane, WA 98406-3452

Dear Mrs. Bishop

Sign up today for  
Bronco's

Good news! Bronco Airlines will begin service to and from Spokane on March 1. Frequent flyer program, your passport to a world of free or Discounted travel.

You'll like Bronco Airlines because of our low fares, convenient air schedules and excellent personnel service. When you're seated in our Business section, your copy of "The Wall Street Journal" will be waiting for you.

Take our Early Bird flight to Seattle for only \$49 or to Portland for only \$69. Save money save the day—that's the Bronco Spirit!

See the enclosed Bronco world route map and the brochure describing our fully automated Frequent Flyer program. Then call your Bronco agent to make your first reservation and accumulate your first Bonus points!

Sincerely,

*Will McGoof*  
Will McGoof

6. (a) Define the following :— ( any two) 2  
Proxemics, Computer, Radar, Welding

(b) State whether the following statements are true or false :— 2

- (i) Silence speaks louder than words.
- (ii) One should write to impress.
- (iii) Engineers do not require Communication Skills.
- (iv) Acting is a form of Communication.

(c) Read the following passage and answer the questions given below :—

If popularity is the benchmark of capability, the 'dirty' fuel is now measuring up to it. Diesel had been a loser for long, trying to catch up with gasoline in terms of efficiency and performance. It was much- maligned by rattling technology and noisy operations. Now after decades, diesel cars have taken over the Indian market leaving petrol- fired cars behind.

For the first half of 2010, the Indian auto market witnessed a spurt in the sales of diesel propelled cars. So much so in India's premium segment- from Maruti Swift to the BMW 7 Series category- 59% of the 6.88 lakh units sold in the first half of 2010 were diesel powered. The percentage is even higher than Europe, where the market is evenly divided between both the fuels.

Auto companies in India attribute this change to technology advancements that have given diesel higher fuel efficiency and better pick up. Historically the sales of diesel - driven cars had plummeted due to high maintenance costs and premium pricing.

The gradual change has now become a major determining factor for the success and failure of new cars. The verdict is clearly in favour of diesel- driven cars, Customers are pleasantly surprised by the clear advantage of instant acceleration and higher torques offered by modern diesel engines, even as petrol is trying to catch up on the technological changes.

For Indians with deep pockets, it is the luxury car segment running on diesel that is most popular. Consider this: Of the 446 cars in the BMW 7 series, Audi B and Mere 5 Class models, sold in the first six months of 2010, 79% had diesel engines. Indian customers prefer cheaper diesel models which provide better acceleration and return on investment. The times are not far away when diesel will be the strongest portfolio across all segments. The diesel strategy has paid Toyota rich dividends. In the premium sports utility vehicle(SUV) segment, its diesel Fortuner, launched last year, has ended the domination of competitive models like the erstwhile segment leaders, Honda's CRY and Mitsubishi Outlander that are only available in petrol versions.

The preference for diesel is particularly noticeable in premium cars, priced above Rs 4 lakh and luxury sedans and SUVs in the Rs 1 Crore bracket. The affinity for diesel also follows the introduction of the much acclaimed common rail injection (CRDi) technology that was first launched in 2002 by Hyundai in its Ascent sedan. Sharp-injector based fuel technology allowed diesel to burn much faster with learner operations, leading to higher fuel efficiency and faster accelerations.

Over the years, several modifications in diesel technology have been taken up by auto companies. Even entry-level cars made by Indian companies like Mahindra's Scorpio and Tata Motors' Indica now come loaded with modern diesel engines based on the CRDi technology, that was once the domain of high-priced cars.

Answer the following questions by choosing the right options.

- (1) The author in this passage attempts to establish which of the following? 1
- The diesel cars these days are not only attractive but also costly.
  - Modern day diesel cars are economic as well as attractive.
  - In future, diesel cars are likely to become a dominant force in the Indian market.
  - Indians are pleasantly surprised by the clear advantage of having a diesel car.
- (2) With which of the following is the author most likely to disagree? 1
- Though diesel cars are becoming attractive, they are not as efficient as petrol cars.
  - Indian customers prefer diesel models which provide better acceleration.
  - Now diesel cars are more popular than petrol cars in India.
  - The companies that produce only petrol versions are losing their domination in the market.
- (3) In the author's view, the preference for diesel cars in the Indian auto market is due to which of the following? 1
- Recession has made Indian customers wary of expensive petrol-driven car.
  - Technological advancements have helped diesel cars become more efficient and economical.
  - Diesel cars have rich dividends to offer to the customers.
  - Today, the number of diesel cars produced far exceeds the number of petrol cars produced.

- (4) The phrase 'Indians with deep pockets ...' suggest which of the following 1
- (a) Indians who are rich
  - (b) Indians who are more inclined towards buying petrol cars.
  - (c) Indians who are more inclined towards buying diesel cars.
  - (d) Indians who prefer utility to luxury while purchasing a car.
- (5) Give synonyms for 1  
Spurt, acclaimed.
- (6) Give antonyms for 1  
Acceleration, domination.
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