

P131/P133/AEC001/EE/20170107

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) Discuss the barriers in communication. 5
 - b) What is Informal communication? 5
 - c) Write a report on the customer reviews about your company's newly launched product. 5
 - d) What care is needed to take while selecting team members? 5
 - e) How to recover from difficult situation? 5
2. Solve any **four** sub-questions.
 - a) What are the features of effective communication? 5
 - b) Read the following passage and answer the questions. 5
The capitalist system of society does not foster healthy relations among human beings. A few people own all the means of production and others-though nominally few have to sell their labour under conditions imposed upon them. The emphasis of capitalism being on the supreme importance of material wealth the intensity of its appeal is to the acquisitive intensity. It promotes worship of economic power with little regard to the means employed for its acquisition and the end that it serves. By its exploitation of human beings to the limits of endurance its concentration is on the largest profit rather than maximum production. Thus the division of human family is done on the basis of economic circumstance. All this is injurious to division of human dignity. And when the harrowed poor turn to the founders of religion for succour, they rather offer a subtle defence for the established order. They promise future happiness for their present suffering and conjure up visions of paradise to redress the balance to soothe the suffering and the revolt of the tortured men. The system imposes injustice, the religion justifies it.
 - i) The passage indicates that the capitalist system is:
 - (a) Fair (b) Ambitious
 - (c) Prosperous (d) Dehumanising

- ii) The established order is supported by religion to:
 - (a) Alleviate the suffering of the poor in the capitalist system
 - (b) Perpetuate the injustice imposed by the capitalist system
 - (c) Balance the suffering of the poor with hopes of future rewards
 - (d) Help the tortured men to seek redress
 - iii) In a capitalist system:
 - (a) The means justify the ends
 - (b) The ends justify the means
 - (c) The means endorsed by religion are strictly followed
 - (d) Means which lead to exploitation are strictly prohibited
 - iv) Capitalism is injurious to human relations because it divides society into two groups:
 - (a) Working and non-working
 - (b) Exploiters and exploited
 - (c) Religious and irreligious
 - (d) Buyers and sellers
 - v) In a capitalistic system of society each man wishes:
 - (a) To acquire maximum wealth
 - (b) To produce maximum wealth
 - (c) To have visions of paradise
 - (d) To soothe the sufferings of other
 - c) State the importance of collective decisions. 5
 - d) Explain the term-Critical thinker. 5
 - e) Discuss the process of communication. 5
3. Solve any **four** sub-questions.
- a) Write a note on 'Note-making'. 5
 - b) Write a letter to the bank manager requesting to make changes in your correspondence address given in the bank. 5
 - c) How to overcome barriers in communication? 5
 - d) What are the ways of effective negotiating? 5
 - e) Are optimism and enthusiasm important in professional life? How? 5
4. Solve any **four** sub-questions.
- a) What is upward and downward communication? 5
 - b) How feedback plays an important role in communication? 5
 - c) Write a note on 'email'. 5
 - d) What are the ways of improving one's speech? 5
 - e) How to deal with angry customers? 5

