

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2016-18)**  
**First semester Examination December 2016**

<b>Subject</b>	<b>Effective &amp; Management Communication</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>21.12.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) Write the letter's given below. 20 Marks (Compulsory)**

- You are a commissioner Food and Drug Administration. You have received complaint from Mr. Sunny John G-12, Kandivali (w), complaining about adulteration of milk packets in their area. Write a reply indicating action you plan to take in semi block style.
- While travelling by particular airlines our baggage has been damaged. This led to a lot of inconvenience and loss. Write a letter claiming damages in modified block style.

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Define communication and explain its process?
- b) Explain any 3 non verbal communications?
- c) Explain any 3 visual communications?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain internal communication?
- b) Explain any 3 barriers to communications?
- c) Identify the sender, receiver, message, feedback, medium and channel in the given situation: A passenger fills a cancellation form, submits it at the reservation counter and gets a refund from the booking clerk.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the Principles to letter writing?
- b) Explain different parts of Business Letter?
- c) Explain the importance of written communication for any organization?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Define meetings? What are the tools to conduct an effective meeting?
- b) What are the skills an employer judges in a group discussion?
- c) Explain the do's and don'ts for group discussion?

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are different ways to start a good speech?
- b) Enumerate importance of non verbal communication during the speech?
- c) Comment on "One never becomes a "perfect" speaker; developing public speaking skills is a life-long experience"

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What do you understand by Cross cultural communication and why it's a area of study to organizations?
- b) Explain Tree model of culture?
- c) Explain how technology impact communication?