1.A. Explain the following terms

1.c Proxemics- is defined as the science or study of space

2. Decoding- When the receiver analyzes the message it is called decoding. It is a part of the communication process.

3.Email- Electronic Mail is the sending of messages via telecommunication links

4. Consensus- Common agreement of opinion .

5.Moodle- Modular Object Dynamic learning Environment, is an open source of learning Management.

6. Business Etiquette- is concerned with building relationships with others, about providing basic social comfort and creating a secure work environment

7. Twitter- Online social networking service. Users post and interact with messages called tweets.

8. Language barrier- also known as semantic barrier . when difference in language or complexity in shared language becomes a barrier to communication

B. Match the following

1-e,2- d, 3- a, 4- b, 5- c

C. Fill in the blanks

a. Signs and symbols were used when language did not exist.

b.Visual communication happens through pictures

c. Noise and distance are considered to be physical barriers

d. Signature gives legal validity to a letter

e.Virus protection software scans incoming mails

Q.2 Short Notes (any 4)   5 marks each

a. Horizontal communication- definition- formal communication that takes place between people working on the same levels of the hierarchy. Advantages- creates the right work environment, fostering unity , team spirit-eliminates misunderstanding, jealousy, rivalry- time saving device since day – to- day functioning is smooth (any other advantage)

Disadvantages- conflict between horizontal and vertical communication- jealousy and rivalry are common- may lead to waste of time (any other)

b.Grapevine- informal channel of communication. Relates to gossip and rumour . Advantages- quick transmission of news- feedback- Acts as a vent/ safety valve of frustration, annoyance(any other) . Disadvantages- Can destroy reputation- lacks credibility- affect corporate image (any other)

c.Body Language- also known as 'kinesics'- includes facial expressions, gestures, postures etc. The greatest feature about body language- universal. (relevant points related to these)

d. Social Media- Twitter, Facebook, Instagram, Google plus (relevant points on these)

e. Advantages of written communication- Legal validity- permanent record- accurate and precise- wide circulation- fixing of responsibility-reduces scope for misunderstanding (any other)

f. Importance of feedback-   definition- Measure of success of communication- decides if communication can progress to the next stage.

Q. 3 Any 2   10 marks each

1.Psychological barriers- exist in the minds of either the sender or the receiver, sometimes both. These barriers are intangible and hence difficult to overcome

Prejudice, emotions, slanting, closed mind (relevant points) (any other)

2.Listening is different from hearing. Listening requires the active participation of the mind.

Obstacles- Marginal listening, Language as a barrier, Noise, Emotional problems

Measures to overcome- eliminate distractions, focus, put the speaker at ease, show interest in what the speaker has to convey ,maintain an open mind

3. Business ethics can be defined as adoption of policies and practices that are good and right for human beings.

Role and importance - Creates customer loyalty and maximises profit-efficient utilization of business resources-creates goodwill- enhances productivity- promotes high standards

Q.4 Body of the letter (5 marks)   CV 9(5 marks)

(Examinee's own expression)

Q.5 Letters (any 4)   5 marks each

a, b, c, d, e, f. Examinee's own expressions

Q.6. A   Any one   5 marks

Examinee's own expression

B.1. Staff expected to follow rigidity in upward channel at every level of the hierarchy. This resulted in loss of precious time when quick decision making becomes the need of the hour. Lack of open door policy

2. If Mr Gaur were to encourage staff to follow the open door policy, staff morale would be better , rigidity in adherence to procedural formalities often has a stifling effect.