



SUMMER – 2016 EXAMINATION

MODEL ANSWER

Subject: Communication Skills

Subject Code: 17201

Important Instructions to examiners:

- 1) The answers should be examined by key words and not as word-to-word as given in the model answer scheme.
- 2) The model answer and the answer written by candidate may vary but the examiner may try to assess the understanding level of the candidate.
- 3) The language errors such as grammatical, spelling errors should not be given more importance. (Not applicable for subject English and Communication Skills.)
- 4) While assessing figures, examiner may give credit for principal components indicated in the figure. The figures drawn by the candidate and those in the model answer may vary. The examiner may give credit for any equivalent figure drawn.
- 5) Credits may be given step wise for numerical problems. In some cases, the assumed constant values may vary and there may be some difference in the candidate's answers and the model answer.
- 6) In case of some questions credit may be given by judgment on part of examiner of relevant answer based on candidate's understanding.
- 7) For programming language papers, credit may be given to any other program based on equivalent concept.

Model Answer

Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
1.	a)	<p>Attempt any <u>TEN</u> of the following questions in 25-30 words each:</p> <p>What is diagonal communication? Explain with two examples.</p> <p>Ans: A person working at higher level of authority in his organization may be required to correspond with a person working at lower level or vice versa; this is called as diagonal communication. It may be internal or external communication. It does not follow any set pattern like vertical and horizontal communication.</p> <p>Example: 1) General Manager of Shah Textiles corresponds with the Sales Manager of Raymond International. 2) In a seminar, Production Manager communicates with the workers, supervisors and General Manager.</p> <p><i>(Note: Examples may vary. Student can draw hierarchical diagram for example.)</i></p>	01 01	02
	b)	<p>Define communication.</p> <p>Ans: Communication is the process by which information is transmitted between individuals and/or organizations so that an understandable response results.</p> <p>OR</p> <p>Communication is an exchange of facts, ideas, opinions or emotions by two or more than two persons.</p> <p><i>(Instruction: Any other correct definition of communication can be given full marks.)</i></p>	02	02



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
1.	c)	<p>What is decoding? Ans: Converting of the message and interpreting the same by the receiver is called decoding. It is understanding of the message.</p> <p style="text-align: center;">OR</p> <p>Decoding is the process wherein the receiver interprets the message in a code understandable to himself/herself.</p>	02	02
	d)	<p>State the importance of selecting correct channel in communication. Ans: It is important for the sender to select a proper medium or channel of communication so that the message will be carried to the receiver quickly and smoothly. Wrong selection of channel will not carry the correct and proper message to the receiver. It may lead to the failure of communication.</p>	02	02
	e)	<p>Mention any one solution to over-come language barrier? Ans: Following are the ways to overcome language barrier:</p> <ol style="list-style-type: none">1. Speak slowly and clearly- One should focus on enunciating and slowing down the speech. Don't rush through communication. 022. Ask for clarification - Instead of assuming the understanding of what others say, politely ask for clarification. 023. Frequently check for understanding – Check both that you have understood what has been said and that others have fully understood you 024. Avoid idioms – Business language is often contextual and therefore culture specific. Avoid using the phrases that require knowledge of other information. 025. Be careful of technical jargons – If technical jargons are used, a description of the same should be provided to the receiver. 026. Be specific – Spell out your expectations and deadlines clearly. 027. Choose your medium of communication effectively- Choose your form of communication carefully. Don't overuse any medium. In case a medium is ineffective, switch to another one. 028. Provide information via multiple channels – Follow phone calls with emails that summaries what has been said. 029. Be patient – Keep patience while communicating with others so that communication takes place with ease and proper pace. 02 <p><i>(Note: Any one right solution can be assessed.)</i></p>	02	02
	f)	<p>'Without feedback communication is incomplete', Explain. Ans: Feedback is necessary because it is the final and most important link in communication cycle. It is receiver's response to the message, wherein the sender knows if the receiver has received, understood and acted upon the message. Feedback also enables the sender to modify and resend the message as per the need of receiver. Therefore, communication is incomplete without feedback.</p>	02	02



Subject & Subject Code: Communication Skills (17201)		Model Answer	Page No: 3/20	
Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
1.	g)	<p>What are the advantages of non-verbal communication? Ans: 1. Non-verbal communication has instant effect because of quick perception of receiver. 2. Symbols can represent large information. 3. It is also understood by illiterate persons. 4. People give instant feedback to non-verbal signs, symbols. e.g. traffic signals. 5. Non-verbal communication saves time. 6. It can present data in a compact form. 7. Statistical and Numerical data can be instantly and easily conveyed through graphical communication. 8. It is also useful when the sender and receiver are not within hearing distance. <i>(Note: Any two correct advantages can be assessed. Points may vary.)</i></p>	01 01 01 01 01 01 01 01	02
	h)	<p>What is the importance of graphical communication? Ans: The importance of graphical communication is as below: 1. Graphical communication shows each nominal or ordinal category in a frequency distribution. 2. It displays relative numbers or proportions of multiple categories. 3. It summarizes a large data set in a visual form and so it is easy to understand. 4. It estimates key values at a glance. 5. It is easily understood due to widespread use in business and the media. 6. It requires minimal additional verbal or written explanation. 7. It is brief and precise. <i>(Note: Any two points can be assessed.)</i></p>	01 01 01 01 01 01 01	02
	i)	<p>State the importance of eye contact in communication. Ans: Importance of Eye Contact in communication is as follows: 1. Eyes are the windows to the soul. Maintaining an eye contact with your speaker and listener is the most important part of non verbal communication. 2. Eye contact also attracts person's attention. Thus we can make sure that the listener is attentive while communicating. 3. Looking into a person's eye is the best way to understand his/her attitude to all that you speak. 4. If you avoid eye contact, it indicates the signs of fear, doubt, confusion, shyness, nervousness etc. <i>(Note: Any two points should be assessed. Answer may be written in paragraph form.)</i></p>	01 01 01 01	02



Subject & Subject Code: Communication Skills (17201)		Model Answer	Page No: 4/20	
Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
1.	j)	Define posture. Ans: Posture refers to the way we stand, sit and carry ourselves. It tells how bold, confident, submissive or timid a person is. A person who stands, sits and walks upright commands respect and attention.	02	02
	k)	What are the various types of listening? Ans: The types of listening are as follow: 1) Passive listening: In passive listening, the listener is just physically present and there are no conscious efforts on his part to participate in the communication process. 2) Selective listening: In this type, listening is done partially or selectively according to one's interest. People tend to listen to only that part/matter which they want to listen to. 3) Active listening: The listener makes efforts to decode the message and fully participate in the communication process. The barriers to listening are at minimum level and therefore effective listening takes place.	02	02
	l)	What are the two types of physical barrier? Ans: There are two major types of physical barriers: Environmental and Physiological. 1) Environmental Barriers: Environmental barriers occur due to interference of noise and the physical distance between the sender and receiver. 2) Physiological/Biological Barriers: A physiological barrier to communication is the result of a sensory dysfunction, on the part of either the receiver or the sender. Speaking, hearing and seeing are fundamental parts of effective communication.	01 01	02
2	a)	Answer any <u>FOUR</u> of the following: Select the channel (medium) from the given options which will be best suitable for following purposes, if you were the sender: (options- e-mail, gesture, telephone, notice, memo, posters) Ans: i) To wish your cousin on her birthday who is living abroad – Telephone/Email ii) To communicate with a person who is dumb and deaf – Gesture iii) To encourage your society members regarding cleanliness in the premises- Posters iv) To warn your steno regarding her absence - Memo	01 01 01 01	04



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
2.	d)	<p>What is the role of proxemics in communication? Ans: The word 'Proxemics' is derived from "Proximity" which means nearness. Proxemics is the ethics pertaining to the distance maintained between sender and the receiver. It is the study of man's transaction as he perceives and uses intimate, personal, social and public space in various settings.</p> <p>Proxemics is communication through space or distance. In formal situations, it becomes important to understand and respect the territories of other professionals and see to it that they never feel intruded. If you stand too close to someone while speaking to them in formal situations, they could resist your presence. Just as standing too close to others may make them uncomfortable, in the same way standing or sitting too far away may communicate lack of warmth and confidence.</p> <p>If we are close to a person in thoughts; we keep very little distance from them. For example, distance is less between two friends while communicating with each other.</p> <p>The distance between the speaker and the listener depends mainly on the environment and culture in which communication between them takes place. Therefore to understand such cultural variation and requirements and adjust the distance between us and our listeners is very important.</p>	04	04
	e)	<p>What are the techniques of effective listening? Ans: The different techniques of effective listening are as follows:</p> <ol style="list-style-type: none">1. Have a receptive mind2. Minimize the distracting factor3. Listen with interest, enthusiasm and maturity4. Empathize with the speaker5. Control your emotions and listen patiently6. Do not argue or criticize unnecessarily7. Put the speaker at ease by your positive body language <p><i>(Note: Students are expected to write any 4 techniques.)</i></p>	01 01 01 01 01 01	04
	f)	<p>What is the importance of haptics? Explain with suitable examples. Ans: Haptics is communication by touch. It conveys emotions like affection, concern, friendliness, anger, displeasure, hate, violence, happiness and encouragement. Handshakes are common and easily accepted haptics in professional situations. Other forms of haptics are hugging, patting on shoulders, holding hands of your friends to express concern or care, exchange of blows to expresses anger etc. Thus haptics is important to express different emotions /feelings.</p> <p>Examples:</p> <ol style="list-style-type: none">1. We shake hands to congratulate our friend on his winning a prize2. Putting hand on friend's shoulder help us to show friendliness, concern or encouragement.	02	



Subject & Subject Code: Communication Skills (17201)		Model Answer	Page No: 7/20	
Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
2.		<p>3. When we hug someone it shows love, affection and care towards the person.</p> <p>4. Holding on to person's arms shows companionship and trust.</p> <p>5. A push shows anger or resentment.</p> <p>6. Hitting a person shows intense anger or hurt.</p> <p><i>(Note: Students are expected to write any 2 examples. Examples may vary)</i></p>	02	04
3.	a) (i)	<p>Attempt any <u>ONE</u> of the following:</p> <p>Draft a notice as the manager of a state bank informing the staff members about the overtime schedule.</p> <p>Ans: Required Format:</p> <ol style="list-style-type: none">1. Letterhead2. Date3. Title (Notice)4. Relevant and Appropriate Matter5. Signatory <p>Sample Draft:</p> <p style="text-align: center;">STATE BANK OF MAHARASHTRA 543, M.G. Road, Shivajinagar, Pune-411001</p> <hr/> <p style="text-align: right;">12 March, 2016</p> <p style="text-align: center;"><u>NOTICE</u></p> <p>All the staff members are hereby informed that due to the financial year ending there is heavy workload to be completed. All are instructed to work for extra hours till 31/03/2016. This is to be implemented with immediate effect from Monday, 14 March 2016. Instead of 4:30, the outgoing time will be 5:30 from 14 March 2016 to 31 March 2016.</p> <p style="text-align: right;">Sd/- Prof. S. R. Shelke The Manager</p> <p><i>(Note: Details can vary.)</i></p>	01 01 01 04 01 01 01 04 Marks for Matte r 01	08



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
3.	a) (ii)	<p>You are the head of the department, devise a memo to the third year students on the following points: Subject: Poor attendance in practicals. Purpose: Warning of stern action Ans: Required Format:</p> <ol style="list-style-type: none">1. Letterhead2. Date3. Title (Memorandum)4. From5. To6. Subject7. Relevant and Appropriate Matter8. Signatory <p>Sample Draft:</p> <p style="text-align: center;">R. D. KAPUR POLYTECHNIC 1760, Shivajinagar, Pune-411 001</p> <hr/> <p style="text-align: right;">12 February, 2016</p> <p style="text-align: center;">MEMORANDUM</p> <p>From: Head of the Department, Civil Engineering</p> <p>To: Third Year students, Civil Engineering</p> <p>Subject: Poor attendance in practicals</p> <p>During my surprise rounds to laboratory and as per the consolidated attendance records, it has been observed that attendance of third year students is very poor in practical in the month of January. They are hereby warned to attend all the practical sessions regularly or else stern action will be taken against them. Take a note of this and act accordingly.</p> <p>sd/- Bhosale S. N. Head of the Department</p> <p><i>(Note: Details can vary.)</i></p>	<p>01 $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ 04 $\frac{1}{2}$</p> <p>01</p> <p>$\frac{1}{2}$</p> <p>$\frac{1}{2}$</p> <p>$\frac{1}{2}$</p> <p>$\frac{1}{2}$</p> <p>04 Marks for Matte r</p> <p>$\frac{1}{2}$</p>	<p>08</p>
	b) (i)	<p>Attempt any TWO of the following: What is gesture? Give some popularly used gestures. Ans: Gesture refers to the movements of hands and body parts for the purpose of communication. Just as a picture can silently speak a thousand words, a gesture can communicate all that the speaker feels, consciously or subconsciously. Gestures are often used in conjunction with verbal messages. They are simultaneous with the words used for communication, thus making communication an effective process.</p>	<p>02</p>	



Subject & Subject Code: Communication Skills (17201) Model Answer Page No: 9/20

Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
3.		<p>Following are some of popularly used gestures:</p> <ol style="list-style-type: none">1. Waving of hand indicates hello or goodbye2. Making a fist indicates anger3. The standard crossed arms gesture with the fists tightly clenched signifies a hostile or an offensive attitude4. Locking hands behind one's back indicates arrogance5. Thumbs up sign shows appreciation or agreement6. Nodding of head from right to left means saying "no" and moving it up and down reveals understanding, approval and agreement7. Using hands to support head indicates boredom8. In conversation, hand behind head may be read as a sigh of uncertainty, conflict, disagreement, anger or disliking. It usually reflects negative thoughts, feelings and mood. <p><i>(Note: Students are expected to write any 2 examples. Examples may vary)</i></p>	02	04
	(ii)	<p>What is the importance of dress and appearance? Ans: The dressing and physical appearance of a person conveys his/her attitude, liking, life style and social status. A person who does not maintain himself/herself well is not likely to win the appreciation of the audience. If the choices go wrong, one cannot expect the right results. For example if we wear a crumpled dress for an interview, we will surely lose the job. Our choices of clothes, hairstyle, the jewelry we wear, can talk a great deal about our belief, attitude, values and status. It is also important to adapt our appearance according to the occasion like dressing for formal, semi formal and informal situations.</p>	04	04
	(iii)	<p>Identify the non-verbal codes used in the following communication situations. Select your answer from the given list of codes. (proxemics, chronemics, haptics, artefacts)</p> <ol style="list-style-type: none">1) Keeping proper distance while giving speech- Proxemics2) Patting on the back of your younger sister for her right answer- Haptics3) Arriving late for the conference – Chronemics4) Observing the interior and completely deviated from communication- Artefacts	01 01 01 01	04
4.	a)	<p>Attempt the following: Draft a letter of application to 'Kumar Builders', Baner, Pune for the post of Civil Engineer. Attach your resume with it. Ans: Required Format of Application Letter :</p> <ol style="list-style-type: none">1. Date2. Sender's Address3. Receiver's Address4. Subject and Reference5. Salutation6. Relevant and Appropriate Matter7. Closure	Form at : 2 Marks Matte r : 2 Marks	



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
4.		<p>Required Format of Resume :</p> <ol style="list-style-type: none">1. Personal Details2. Qualification Details3. Other Activities/Training/Experience etc.4. References <p>Sample Draft: 12 April, 2016</p> <p>Salokhe Yash Vijay 14, Handewadi Road Hadapsar, Pune-411 028</p> <p>To HR Manager Kumar Builders Baner Pune</p> <p>Subject : Application for the post of 'Civil Engineer' Reference : Your advertisement in daily 'Times of India' dated 11 April, 2016</p> <p>Dear Sir/Madam, With reference to the above mentioned subject, I would like to offer my candidature for the post of 'Civil Engineer' in your reputed company. I have completed B.E. in Civil Engineering from Pune University with First class. I am currently working with Mittal Builders and Associates, Pune since 2014. I am looking for a chance to enhance my career prospects. Given an opportunity, I assure you to work honestly. I am enclosing my resume for your kind reference.</p> <p>Thanking you and waiting for your favourable reply.</p> <p>Yours truly, Salokhe Yash Vijay</p> <p>Enclosure: Resume</p> <p style="text-align: center;"><u>Resume</u></p> <p>Salokhe Yash Vijay 14, Handewadi Road Hadapsar, Pune-411 028 Mob.***** Email ID:*****</p> <p>Personal Details: Date of Birth : 12/06/1991 Hobbies : Playing cricket, Singing, Reading Nationality : Indian Languages Known : Marathi, Hindi and English</p>	<p>1 1 1 1</p> <p>2 Marks for Form at</p> <p>2 Marks for Matte r</p> <p>1</p>	04



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks																								
4.		<p>Educational Qualification:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-bottom: 10px;"> <thead> <tr> <th style="width: 5%;">Sr. No</th> <th style="width: 25%;">Examination</th> <th style="width: 15%;">Year Passing</th> <th style="width: 10%;">of</th> <th style="width: 20%;">Board /University</th> <th style="width: 25%;">Marks in %</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>B.E.(Civil)</td> <td style="text-align: center;">2014</td> <td></td> <td>Pune</td> <td style="text-align: center;">65.55</td> </tr> <tr> <td style="text-align: center;">2</td> <td>H.S.C.</td> <td style="text-align: center;">2009</td> <td></td> <td>Maharashtra</td> <td style="text-align: center;">75.55</td> </tr> <tr> <td style="text-align: center;">3</td> <td>S.S.C.</td> <td style="text-align: center;">2007</td> <td></td> <td>Maharashtra</td> <td style="text-align: center;">76.00</td> </tr> </tbody> </table> <p>Co-curricular Activities:</p> <ol style="list-style-type: none"> 1. Attended a national and an international conference on recent trends in Civil Engineering in 2012 & 2013. 2. Participated and won first prize in state level model making competition in 2013. 3. Winning Team Member for state level Technical Quiz Competition in 2014. <p>Extra-curricular activities:</p> <ol style="list-style-type: none"> 1. Member of Sports Club, College of Engineering, Pune 2. Student Coordinator for Cultural Activities for the year 2012 & 2013 3. Active Member of an NGO "Umang" that works for underprivileged children <p>Experience: Working as a Junior Engineer with Mittal Builders and Associates, Pune since 2014</p> <p>References: 1. Mr. K.R. Karandikar Manager, Mittal Builders and Associates, Pune Contact: Mob.*****, Email ID:*****</p> <p style="padding-left: 20px;">2. Mr. M.D. Sawant Principal, College of Engineering, Pune Contact: Mob.*****, Email ID:*****</p> <p><i>(Instructions: Format & details of resume can vary. Students may write an application letter in an indented format.)</i></p>	Sr. No	Examination	Year Passing	of	Board /University	Marks in %	1	B.E.(Civil)	2014		Pune	65.55	2	H.S.C.	2009		Maharashtra	75.55	3	S.S.C.	2007		Maharashtra	76.00	01	04
Sr. No	Examination	Year Passing	of	Board /University	Marks in %																							
1	B.E.(Civil)	2014		Pune	65.55																							
2	H.S.C.	2009		Maharashtra	75.55																							
3	S.S.C.	2007		Maharashtra	76.00																							
	<p>b)</p> <p>(i)</p>	<p>Attempt any <u>ONE</u> of the following:</p> <p>Draft an accident report regarding an accident took place in the chemistry lab causing injury to four students.</p> <p>Ans:</p> <p>Required Format :</p> <ol style="list-style-type: none"> 1. Date 2. Sender's Address 3. Receiver's Address 4. Subject 5. Salutation 6. Relevant and Appropriate Matter 7. Closure 	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>5</p> <p>1/2</p>																									



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
4.		<p>Sample Draft: 15 April, 2016</p> <p>From Mr. V.S. More The Laboratory Incharge St. John Institute of Technology Bandra, Mumbai 06</p> <p>To Dr. J.S. Borawake The Principal St. John Institute of Technology Bandra, Mumbai 06</p> <p>Subject: Report on an accident occurred in the chemistry lab causing injury to four students</p> <p>Sir, With reference to the above, I deeply regret to inform you about the accident that took place in the chemistry lab causing injury to four students. The details of the accident are as follows: Date of the accident : 13 April 2016 Time of the accident : 1:30 pm</p> <p>Particulars of the Accident : First year Mechanical Engineering students were performing practical as per their schedule. Two groups of students, adjacent to each other, were least attentive towards the teacher's instructions regarding procedure of experiment. In place of diluted HCL, one of the students Manoj Sharma used concentrated HCL. While pouring, the acid fell down. As the acid was less viscous, it spread throughout the table causing burn injuries to Manoj Sharma, Pankaj Pandey, Suraj Rai and Aditya Raka.</p> <p>First Aid Help: Manoj and the three students were immediately given first aid by our Lab Assistant and later they were sent to the nearby hospital as the wound was deep. Appropriate treatment was given by the doctor. Students were advised to take rest.</p> <p>Causes of the Accident: 1. All the injured students were casual and less attentive while performing the practical. 2. Manoj Sharma used concentrated HCL instead of diluted HCL. 3. He did not use pipette to take the acid. 4. Lab assistant was not supervising the practical work of students.</p> <p>Preventive Measures/ Suggestions: 1) Students must listen and follow the teacher's instructions carefully before performing the practical. 2) Lab assistant must supervise the practical work of students. 3) Training in safety measures should be given to the students.</p>	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p> <p>5 Marks for Matte r</p>	



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
4.		<p>4) Instruction charts should be displayed in the laboratory.</p> <p>The above preventive measures should be implemented at the earliest to avoid any accident in the future.</p> <p>This is for your information and necessary action.</p> <p>Thanking you</p> <p>Yours faithfully, Sd/- Laboratory Incharge (<i>Note: Students may write the reports in Semi Block format. Information/Details can vary.</i>)</p>	1/2	08
	(ii)	<p>You are the production in-charge of a unit where the table fans are manufactured. There is a sudden fall in production in your unit. Draft a report to the higher authorities stating the reasons and solutions for the fall in production.</p> <p>Ans: Required Format :</p> <ol style="list-style-type: none">1. Date2. Sender's Address3. Receiver's Address4. Subject5. Salutation6. Relevant and Appropriate Matter7. Closure <p>Sample Draft:</p> <p>12 April, 2016</p> <p>From The Production In-Charge Unit No.5, RK Electrical Ltd. MIDC Industrial Area Chakan, Pune -412109</p> <p>To The General Manager RK Electrical Ltd. MIDC Industrial Area Chakan, Pune -412109</p> <p>Subject: Report about the sudden fall in production of table fans</p>	1/2 1/2 1/2 1/2 1/2 5 1/2 1/2 1/2 1/2 1/2	



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks
5.	b)	<p>What are the merits of good listening? Ans: Following are the merits of good:</p> <ol style="list-style-type: none">1) Good listening skills helps in better learning, more understanding and comprehension leading to the desired feedback.2) It improves the performance and broadens the vistas of opportunities.3) It prevents errors, losses, delays etc due to miscommunication.4) Effective listening skills help in better decision making and problem solving.5) It helps in meaningful interaction with colleagues.6) Good listening skills increase the chances of success and progress in both personal and professional life. <p><i>(Note: Any 4 points should be assessed.)</i></p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>	04
	c)	<p>You are a junior Engineer. Recently you have received a delivery of construction material. You have noted that some of the wash basins are broken. Draft a complaint letter to the dealer asking for replacement of the same. Ans: Required Format :</p> <ol style="list-style-type: none">1. Letterhead/Sender's Address,2. Date3. Receiver's Address4. Subject5. Salutation6. Relevant and Appropriate Matter7. Closure <p>Sample Draft</p> <p style="text-align: center;">VIJAY CONSTRUCTION COMPANY Sasane Nagar, Plot -55, Hadapsar, Pune-411028</p> <p style="text-align: right;">12 April, 2016</p> <p>To The sales Manager Raj Construction Material Suppliers MIDC Industrial Area Mumbai 400 086</p> <p>Your Reference: Your delivery challan no. A/145 dated 08/04/2016 Subject: Complaints regarding broken wash basins</p> <p>Dear Sir, We appreciate your promptness in the timely execution of our order. However, after checking the material, we found that 15 wash basins were broken.</p>	<p>2 Marks for Form at</p> <p>2 Marks for Matte r</p> <p>2 Marks for Form at</p>	



Que. No.	Sub. Que.	Model Answers	Marks	Total Marks																														
5.		<p>We request you to kindly replace these 15 wash basins with new ones at the earliest, and also arrange for the defective wash basins to be taken back at your cost.</p> <p>We are sure that you will attend to our claim within a week so that we are not further inconvenienced.</p> <p>Yours sincerely, Sd/- Mr. Vijay Sharma (Junior Engineer)</p> <p><i>(Note: Students may write the letters in Semi Block format. Information/Details can vary.)</i></p>	2 Marks for Matte r	04																														
	d)	<p>State the types of communication involved in the following situations. Present all the elements in the communication process diagram.</p> <p>Mrs. Iyengar making enquiry on telephone with flight booking agent about booking of a ticket to Chennai. The agent confirms the ticket and replies.</p> <p>Ans.: Types of Communication: Formal/Verbal (Oral)</p> <p>Communication</p> <p>Communication Process :</p> <pre> graph LR SENDER[Mrs. Iyengar SENDER] --> MESSAGE[Enquiry about booking a ticket to Chennai MESSAGE] MESSAGE --> CHANNEL[Telephone/ Verbal/Oral CHANNEL] CHANNEL --> RECEIVER[Flight Booking Agent RECEIVER] RECEIVER --> FEEDBACK[Confirms the tickets and replies FEEDBACK] FEEDBACK --> SENDER </pre>	01	04																														
6.	a) (i)	<p>Attempt any <u>ONE</u> of the following:</p> <p>Following is the information regarding the percentage of rainfall in the following cities :</p> <p>Mumbai – 27% Pune – 22 % Nagpur – 24% Aurangabad – 17% Chandrapur – 10%</p> <p>Present the above data in the form of pie chart</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Sr. No.</th> <th>Name of Cities</th> <th>%</th> <th>Calculation</th> <th>Angle</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Mumbai</td> <td>27%</td> <td>27 X 360 / 100</td> <td>97.20</td> </tr> <tr> <td>2</td> <td>Pune</td> <td>22%</td> <td>22 X 360 / 100</td> <td>79.20</td> </tr> <tr> <td>3</td> <td>Nagpur</td> <td>24%</td> <td>24 X 360 / 100</td> <td>86.40</td> </tr> <tr> <td>4</td> <td>Aurangabad</td> <td>17%</td> <td>17 X 360 / 100</td> <td>61.20</td> </tr> <tr> <td>5</td> <td>Chandrapur</td> <td>10%</td> <td>10 X 360 / 100</td> <td>36.00</td> </tr> </tbody> </table>	Sr. No.	Name of Cities	%	Calculation	Angle	1	Mumbai	27%	27 X 360 / 100	97.20	2	Pune	22%	22 X 360 / 100	79.20	3	Nagpur	24%	24 X 360 / 100	86.40	4	Aurangabad	17%	17 X 360 / 100	61.20	5	Chandrapur	10%	10 X 360 / 100	36.00	2 Marks for Calcul ations	
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6.		<p align="center">Pie Chart Showing Rainfall In Different Cities</p>	<p align="center">2 Marks for Legend and Title</p> <p align="center">4 Marks for presentation/ pie chart</p>	08																												
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6.	b) (i)	<p>Attempt any <u>ONE</u> of the following:</p> <p>Give a note on principles of effective communication?</p> <p>Ans: It is not enough only to communicate with others. Communication must be effective i.e. it should produce desired or intended result. The receiver must understand what is being conveyed to him. It also leads to desired feedback from the receiver.</p> <p>Following are the principles of effective communication:</p> <ol style="list-style-type: none">1. Clarity in encoding the message: Encoding of the message should be clear. For this, the sender should be aware of the purpose of communication. Clarity means it should not create any confusion or question in the mind of the receiver. There should not be any ambiguity.2. Clarity in stating the purpose: The message should state the purpose clearly. It should be direct in its intention. The sender should have no doubts about the purpose of communication. Only then, he will be able to express his thoughts in a concise or brief manner without giving unnecessary details.3. Correctness of the message: The message should be correct. It should not have any incorrect information or misleading details. Then only, the communication will be effective. Incorrect messages are seldom effective.4. Conciseness of the message: The key to effective communication is its conciseness and its brevity. The sentence should always be short in length. This ensures understanding. Lengthy messages lead to confusion.5. Completeness of the message: The message should be complete i.e. it should answer all the possible questions of the receiver. Insufficient knowledge confuses the receiver as it leaves him in doubt and distrust.6. Coherence of the message: The message should have a logical sequence and flow. It should progress in such a way that the receiver gets a clear picture and is able to respond accordingly.7. Courteous language: Language in all types of communication should always be courteous. The goodwill generated by courtesy helps in building long term relations.8. Selection of proper channel: Selection of channel depends on the urgency of the message, the capacity of the receiver and availability of the resources to send the message. Proper channel ensures proper transmission.9. Knowledge about the receiver: It is essential that the sender is aware of who the receiver is. This knowledge helps him in selecting the right words and proper channel. Sender should know receiver's age, experience, interest, knowledge, efficiency and intelligence, grasping power, and retention power.10. Taking care of probable barriers: Sender and receiver both are responsible to make communication smooth. They should anticipate probable barriers and plan accordingly. The barriers of communication need to be removed to convey message effectively.11. Giving feedback: Sender should ensure that the message receives an expected feedback. Without feedback, effectiveness of the message cannot be judged. Feedback needs to be positive and prompt therefore the sender should take care that he defines the timeline accordingly. <p><i>(Note: Students are expected to write any 3 principles.)</i></p>	02	08



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6.	(ii)	<p>Compare formal and informal communication, advantages and disadvantages.</p> <p>Ans:</p> <table border="1"> <thead> <tr> <th>Formal Communication</th> <th>Informal Communication</th> </tr> </thead> <tbody> <tr> <td>1. Formal communication is time, topic and language bound.</td> <td>1. Informal communication is not time, topic and language bound.</td> </tr> <tr> <td>2. Formal communication sometimes does not take place easily because of shyness among the workers or fear in their mind about how the authorities will take it.</td> <td>2. Informal communication is acceptable to every person as everybody enjoys it.</td> </tr> <tr> <td>3. Formal communication may cause delay.</td> <td>3. Informal communication spreads rapidly.</td> </tr> <tr> <td>4. In formal communication exact information may not reach as desired. Feedback may not be correct.</td> <td>4. Informal communication usually provides correct feedback.</td> </tr> <tr> <td>5. Chances of waste of time are very less.</td> <td>5. Sometimes informal communication leads to waste of time.</td> </tr> </tbody> </table> <p><i>(Note: Minimum 4 points of comparison should be written. Points/information may vary.)</i></p>	Formal Communication	Informal Communication	1. Formal communication is time, topic and language bound.	1. Informal communication is not time, topic and language bound.	2. Formal communication sometimes does not take place easily because of shyness among the workers or fear in their mind about how the authorities will take it.	2. Informal communication is acceptable to every person as everybody enjoys it.	3. Formal communication may cause delay.	3. Informal communication spreads rapidly.	4. In formal communication exact information may not reach as desired. Feedback may not be correct.	4. Informal communication usually provides correct feedback.	5. Chances of waste of time are very less.	5. Sometimes informal communication leads to waste of time.	02 02 02 02 02	08
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	iii)	<p>How to overcome language barrier? Give some effective remedies with apt examples.</p> <p>Ans: The different ways of overcoming language barriers are as follows:</p> <ol style="list-style-type: none"> Speak slowly and clearly- One should focus on enunciating and slowing down the speech. Don't rush through communication. For example, while explaining mathematical problem, if teacher teaches slowly and clearly, the students will understand the topic. Ask for clarification - Instead of assuming the understanding of what others say, politely ask for clarification. For example, while teaching the topic 'communication types', teacher can ask the students to explain previously taught types. Frequently check for understanding – Check both that you have understood what has been said and that others have fully understood you. For example, one can ask the receiver whether he/she understood the information. Avoid idioms – Business language is often contextual and therefore culture specific. Avoid using the phrases that require knowledge of other information. For example, while delivering speech, one should avoid idioms for better understanding. Be careful of technical jargons – If technical jargons are used, a description of the same should be provided to the receiver. For example, while explaining medical report, doctor should explain medical terms in simple language. 	02 02 02 02													

