



WINTER- 17 EXAMINATION

Subject Name: Communication Skills

Model Answer

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 candidate and 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 model answer.
- 6) In case of some questions credit may be given by judgement 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.

Q. No.	Sub Q. N.	Answer	Marking Scheme
1.	a)	<b>Answer any TEN in 2-3 Sentences:</b> <b>Define 'Diagonal' communication with an example.</b> <b>Ans:</b> A person working at a higher level of authority in an organization may be required to correspond with a person working at a lower level or vice versa is called as diagonal communication. It may be internal or external communication. It does not follow any set pattern like vertical and horizontal communication.  <b>Example:</b> In a seminar, a production manager communicates with the workers, supervisors and general manager of the company. <b>(Note: Examples may vary.)</b>	<b>(20)</b>  <b>01</b>  <b>01</b>
	b)	<b>Write any two advantages of formal communication.</b> <b>Ans:</b> Advantages of Formal communication are as follows: 1. Higher authority can understand the feelings of their workers because of formal communication. 2. It helps to achieve desired result more efficiently. 4. With formal communication, employer can motivate his employees. 4. Formal communication can create good relations between authority & subordinate. <b>(Note: Any two correct advantages can be given full marks.)</b>	<b>01</b> <b>01</b> <b>01</b> <b>01</b>
	c)	<b>Mention any two solutions to overcome environmental barrier.</b> <b>Ans:</b> Following are the solutions to overcome environmental barrier: 1) The sender should stop communicating till the noise in the external environment is eliminated. 2) The sources of noise in the external environment should be controlled to its maximum by the sender and the receiver before the communication begins. <b>(Note: Solutions to overcome environmental barrier may vary.)</b>	<b>01</b> <b>01</b>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
1.	d)	<p><b>State the role of the sender in communication process.</b> <b>Ans:</b> The roles of the sender are as follows:</p> <ol style="list-style-type: none"><li>1. To encode the message.</li><li>2. To select proper Channel</li><li>3. To transmit/send the message.</li></ol> <p><b>(Note: Any two correct roles of the sender should be given full marks.)</b></p> <p style="text-align: center;"><b>OR</b></p> <p>The roles of sender in communication process are as follow:</p> <div style="text-align: center;"><pre>graph LR; S[SENDER] --&gt; P[PLANNING]; P --&gt; E[ENCODING]; E --&gt; T[TRANSMITTING]</pre></div>	<p>01 01 01</p>
	e)	<p><b>Define mechanical barrier with an example.</b> <b>Ans:</b> The barrier that arises due to problem in machinery or instrument which is used to transmit the message is called as Mechanical barrier.</p> <p style="text-align: center;"><b>OR</b></p> <p>Mechanical barriers are interferences of technical sources in the communication process. <b>Example of mechanical Barrier:</b> Two friends were chatting on mobile phone and suddenly network disappears. <b>(Note: Example may vary.)</b></p>	<p>01 01</p>
	f)	<p><b>What are the advantages of written communication?</b> <b>Ans:</b> Advantages of written communication are as follow:</p> <ol style="list-style-type: none"><li>1. It is accurate because it is prepared more carefully.</li><li>2. It is a permanent record and it has legal value.</li><li>3. Lengthy message can be transmitted more easily as there is no chance of missing main points.</li><li>4. The message can be communicated effectively to many people. E.g. Pamphlets, newspaper, circular, notice.</li><li>5. It gives sufficient time to the receiver to send a proper feedback.</li><li>6. The sender gets much time to think and reflect his idea on paper.</li><li>7. It is accessible as per one's time and convenience.</li><li>8. Chances of distortion of messages are less.</li></ol> <p><b>(Note: Any two correct advantages of written communication should be given full marks.)</b></p>	<p>01 01 01 01 01 01 01</p>
	g)	<p><b>State the importance of selecting right channel for communication.</b> <b>Ans:</b> It is very important for the sender to select the right channel for communication. Selection of proper channel ensures proper transmission of the message. Quick and smooth transmission also maintains the intention or purpose of communication. It leads to generation of an expected feedback. Wrong selection of channel will not carry the correct and proper message to the receiver. It may lead to the failure of communication.</p>	<p>02</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
1.	h)	<p><b>What is the need of effective communication skills for an engineering professional?</b></p> <p><b>Ans:</b></p> <ol style="list-style-type: none"><li>1. Effective communication skills are required for an engineering professional to interact among people working at different levels like management and employees.</li><li>2. Effective communication skills are very necessary to sustain growth and maintain relationship with each other among engineering professionals.</li><li>3. It is also needed for creating and maintaining professional relationship with other organization.</li><li>4. It is needed for acquiring information.</li><li>5. It is helpful for an engineering professional to plan &amp; co-ordinate.</li><li>6. It is useful in understanding other's problem.</li></ol> <p><b>(Note: Points may vary. Any two correct points should be given marks.)</b></p>	<p><b>01</b></p> <p><b>01</b></p> <p><b>01</b></p> <p><b>01</b></p> <p><b>01</b></p> <p><b>01</b></p>
	i)	<p><b>Define 'technical jargons' with any two examples.</b></p> <p><b>Ans:</b> The barrier that is caused due to use of technical words which are not understood by the receiver is called as 'technical jargons'.</p> <p><b>Example1:</b> A patient was worried after doctor told him that he was suffering from Alzheimer. The patient was serious and half dead by the mere sound of the disease without even realizing what it means.</p> <p><b>Example2:</b> A student doesn't understand what to do when the teacher told them to burn the CD because the student doesn't know what the meaning of 'burning the CD' is.</p> <p><b>(Note: Examples may vary.)</b></p>	<p><b>01</b></p> <p>½</p> <p>½</p>
	j)	<p><b>Explain the principle of effective communication- 'classify'.</b></p> <p><b>Ans:</b> The principles of effective communication are:</p> <ol style="list-style-type: none"><li>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 arise any confusion or question in the mind of the receiver. There should not be any ambiguity.</li><li>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.</li><li>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.</li><li>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.</li><li>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.</li></ol>	<p><b>02</b></p> <p><b>02</b></p> <p><b>02</b></p> <p><b>02</b></p> <p><b>02</b></p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
1.		<p>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.</p> <p>7. Courteous language: Language in all types of communication should always be courteous. The goodwill generated by courtesy helps in building long term relations.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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> <p><b>(Note: Any one principle of effective communication should be considered while assessing this question. The word classify may be ignored.)</b></p>	<p>02</p> <p>02</p> <p>02</p> <p>02</p> <p>02</p>
	k)	<p><b>Write any four examples of personal - physical barrier.</b></p> <p><b>Ans:</b> 1. Teacher was explaining communication cycle. However, because of low audibility level of the teacher, the students did not get the message.</p> <p>2. The orator was delivering the speech. But the student sitting on the last bench could not listen due to the distance.</p> <p>3. Raj could not listen to Shyam because Raj was far from Shyam.</p> <p>4. Sunil and Kumar are discussing important aspects of body language before the examination. But extraneous noise/sounds of the surrounding create barrier in their communication.</p> <p><b>(Note: Examples may vary.)</b></p>	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p>1/2</p>
	l)	<p><b>State the importance of vertical communication in an organisation.</b></p> <p><b>Ans:</b> The importance of vertical communication in an organisation is as follow:</p> <p>1. Vertical communication is useful for management. Through this communication, management receives proper feedback on the achievements, progress and failure of the employees.</p>	<p>01</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
1		<p>2. It helps to bring better understanding between the employer and employees and the work environment may be improved.</p> <p>3. It helps to build up work efficiency and achieve the desire target. It helps to achieve desired result more efficiently as they are actively involved in the decision making process.</p> <p>4. It may be used for motivation and encouragement.</p> <p>5. Vertical communication can create good relations between authority and subordinate. Because of vertical communication, high authority can understand the feelings of their subordinates and subordinates feel that they are a part of the organization.</p> <p>(Note: Any two correct points should be given marks.)</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>
2.	a)	<p><b>Answer any FOUR in 4-5 sentences.</b></p> <p><b>Explain the term 'haptics' with any two examples.</b></p> <p><b>Ans:</b> 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 express anger etc.</p> <p><b>Examples of haptics:</b></p> <p>1. The child hugs his mother after winning first prize in dance competition</p> <p>2. You shake hands to congratulate your friend on his winning a prize</p> <p>(Note: Examples may vary)</p>	<p>(16)</p> <p>02</p> <p>01</p> <p>01</p>
	b)	<p><b>What is the need of listening skill to be a good communicator?</b></p> <p><b>Ans:</b> Following are the need of listening skills to be a good communicator:</p> <p>1) A good listening skill helps in better learning and more understanding which is very necessary to be a good communicator.</p> <p>2) Good Listening skill prevents errors, losses, delays etc. in received information.</p> <p>3) It helps communicator to do meaningful interaction.</p> <p>4) Because of good listening, a good communicator can remember and recall the message / information whenever required</p> <p>(Note: Any correct four points should be assessed. Points may vary.)</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p>
	c)	<p><b>Define Non-verbal communication with any two advantages.</b></p> <p><b>Ans:</b> When communication between two or more persons takes place without making use of words either written or oral, it is called as non verbal communication.</p> <p style="text-align: center;"><b>OR</b></p> <p>The communication that takes place through facial expressions, body movements like gesture, postures, facial expressions, eye- contact, silence, signs and signals, symbols, graphical communication etc. are called as Non-verbal communication.</p>	<p>02</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
2.		<p><b><u>Advantages of Non-verbal communication: -</u></b></p> <ol style="list-style-type: none"><li>1. Non-verbal communication has instant effect because of quick perception of receiver. <b>01</b></li><li>2. Symbol can represent large information. <b>01</b></li><li>3. It is also understood by illiterate persons. <b>01</b></li><li>4. People give instant feedback to non-verbal signs, symbols. E.g. signal. <b>01</b></li><li>5. Non-verbal methods are less-time consuming like seeing a picture or listening a bell, horn than to understand what is spoken. <b>01</b></li><li>6. It can present data in a compact form. <b>01</b></li><li>7. Several pages of written material can be instant conveyed through graphical methods. <b>01</b></li><li>8. For purpose of comparison, non-verbal method can be placed graphically. <b>01</b></li><li>9. It is more effective in representing figures and tables. It needs less space that required for description. <b>01</b></li><li>10. It is also useful when the sender and receiver are not within hearing distance. <b>01</b></li></ol> <p><b>(Note: 2 marks for definition and 2 marks for advantages should be given. Any two correct advantages can be given 2 marks.)</b></p>	
	d)	<p><b>State the role of 'Gestures' and 'Postures' in face to face oral communication.</b></p> <p><b>Ans:</b> 'Gestures' and 'Postures' play important role in face to face oral communication. It is as follow:</p> <p><b>Gesture:</b> Just as a picture can silently speak a thousand words; in face to face oral communication, 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. They use to illustrate more with the help of body language.</p> <p><b>Posture:</b> posture refers to the way we stand, sit and carry ourselves. In face to face oral communication, posture tells how bold, confident, submissive or timid a person is. In face to face communication, a person who stands or sits upright commands respect and attention.</p>	<b>02</b> <b>02</b>
	e.	<p><b>Explain the four zones stated by Dr. Albert Mehrabian of proxemics.</b></p> <p><b>Ans:</b> The four zones stated by Dr. Albert Mehrabian of proxemics are as below:</p> <ol style="list-style-type: none"><li>1. <b>Intimate zone :( from 15cms to 45cms):</b> Only special people like parents, children, spouse, close friends and relatives can enter this zone. On other occasions other people may briefly enter this zone for a pat on the back or a hand shake. <b>01</b></li><li>2. <b>Personal zone: (from 45cms to 120cms):</b> This is the distance kept from others during friendly interactions, social gatherings or parties. <b>01</b></li></ol>	<b>01</b> <b>01</b>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
2.		<p><b>3. Social zone: (from 1.2m to 3.5m):</b> This is the distance kept from strangers or persons with little acquaintance. In this zone, most of the business transactions also take place. While appearing for an interview this zone could be followed.</p> <p><b>4. Public zone: (beyond 3.5m):</b> This is a comfortable distance maintained while interacting or addressing to large group of people. It could be for the lectures or a public speech.</p>	<p>01</p> <p>01</p>
3.	a)	<p><b>Answer any FOUR in 4-5 sentences.</b></p> <p><b>Explain 'Prejudice' and 'Phobia' on psychological barriers.</b></p> <p><b>Ans: Prejudice:</b> Many times we pre-judge people even before knowing them and form an opinion about them. We start behaving with them according to the pre-conceived notions about them. This predetermined judgment about them is prejudice, which acts as a psychological barrier to communication.</p> <p><b>Phobia:</b> 'Phobia' is fear of aversion to something. Due to phobia, we hesitate to communicate with someone. It acts as a psychological barrier as it prevents listening and speaking with someone.</p>	<p>(16)</p> <p>02</p> <p>02</p>
	b)	<p><b>Define chronemics with its role in communication.</b></p> <p><b>Ans:</b> Chronemics is related to our use of time. It is the ethics of proper use of time to be observed for non verbal communication. The way an individual perceives and values time is a powerful communication tool. Time perceptions include punctuality, willingness to wait and interactions. It deals with the effective use of the time. Utilization of our time in our personal and professional life reflects the influence of our culture on us.</p> <p><b>Role of chronemics in communication:</b> Chronemics plays an important role in communication. When we want to communicate with our dear ones, we don't waste time in meeting or talking to them. We may rush to greet a friend or a relative who is meeting after long time. On the other hand, when we wish to convey our dislike or annoyance with a person, we make him wait for a long time before meeting him.</p>	<p>02</p> <p>02</p>
	c)	<p><b>State any four advantages of graphical communication.</b></p> <p><b>Ans:</b> Advantages of Graphical communication are as follow:</p> <ol style="list-style-type: none"><li>1. Graphical communication shows each nominal or ordinal category in a frequency distribution.</li><li>2. It displays relative numbers or proportions of multiple categories.</li><li>3. It summarizes a large data set in a visual form. Charts, maps, graphics, symbols etc. are precise.</li><li>4. It estimates key values at a glance. Therefore, it is effective.</li><li>5. It is easily understood due to widespread use in business in the media.</li><li>6. It is easy to understand through visual display.</li><li>7. It has an impact on the audience.</li><li>8. There are less chances of language barrier.</li></ol> <p>(Note: Any four correct advantages can be given full marks.)</p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
3.	d)	<p><b>Write any four tips to develop listening skill.</b> <b>Ans:</b> The different tips to develop listening skill are as follows:</p> <ol style="list-style-type: none"><li>1. Have a receptive mind.</li><li>2. Minimize the distracting factor</li><li>3. Listen with interest, enthusiasm and maturity.</li><li>4. Empathize with the speaker.</li><li>5. Control your emotions and listen patiently.</li><li>6. Do not argue or criticize unnecessarily.</li><li>7. Put the speaker at ease by your positive body language.</li></ol> <p><b>(Note: Students are expected to write 4 tips.)</b></p>	<p><b>01</b> <b>01</b> <b>01</b> <b>01</b> <b>01</b> <b>01</b> <b>01</b></p>
	e)	<p><b>Explain 'Selective' and 'Active' listening.</b> <b>Ans: Selective listening:</b> In selective listening, 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. Selective listening takes place when the receiver is not able to concentrate or lose his focus. If the receiver considers himself to be better informed than the communicator, then selective listening is likely to take place.</p> <p><b>Active listening:</b> Active listening is the key to effective communication. It is the most desirable type of 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. The receiver of the message shows regard for the speaker, concentrates on what is said, reacts positively to the verbal and nonverbal clues of the speaker by showing empathy. In this way he makes it easy for the speaker to deliver his message successfully. He can remember and recall the message whenever required.</p>	<p><b>02</b> <b>02</b></p>
4.	a)	<p><b>Write job application with resume for the post of 'Trainee Engineer' (Computer) at Wipro Infotech, LBS Marg, Vikhroli, Mumbai - 400 081.</b> <b>Ans:</b> <b>Required Format of Application Letter:</b></p> <ol style="list-style-type: none"><li>1. Date</li><li>2. Sender's Address</li><li>3. Receiver's Address</li><li>4. Subject and Reference</li><li>5. Salutation</li><li>6. Relevant and Appropriate Matter</li><li>7. Closure</li></ol> <p><b>Required Format of Resume:</b></p> <ol style="list-style-type: none"><li>1. Personal Details</li><li>2. Qualification Details</li><li>3. Other Activities/Training/Experience etc.</li><li>4. References</li></ol>	<p><b>(08)</b></p> <p><b>Format : 2 Marks</b></p> <p><b>Matter : 2 Marks</b></p> <p><b>1</b> <b>1</b> <b>1</b> <b>1</b></p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
4.		<p><b>Sample Draft:</b> 09 November, 2017</p> <p>Suhani Raj Kadam 14, Navi Peth, Pune-411006</p> <p>To The Manager Wipro Infotech LBS Marg, Vikhroli Mumbai - 400 081</p> <p>Subject : Application for the post of Trainee Engineer (Computer) Reference: Your advertisement in daily 'Times of India' dated 05 November, 2017</p> <p>Dear Sir/Madam, With reference to the above mentioned subject, I would like to offer my candidature for the post of 'Trainee Engineer (Computer)' in your reputed company. I have passed SSC and HSC from Maharashtra Board with Distinction. I have completed B.E. in Computer Engineering from Pune university. 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 faithfully, Suhani Raj Kadam</p> <p>Enclosure: Resume</p> <p><b>Resume</b> Suhani Raj Kadam 14, Navi Peth, Pune-411006 Mob.***** Email ID:*****</p> <p><b>Personal Details:</b> Date of Birth : 12/06/1994 Health : Good Hobbies : Playing Hockey, Singing, Dancing Nationality : Indian Languages Known : Marathi, Hindi and English</p>	<p><b>Format : 2 Marks</b></p> <p><b>Matter : 2 Marks</b></p> <p><b>01</b></p>





WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
4.		<p>To: Mr. R. D. Gupta (Dispatch Department)</p> <p><b>Subject:</b> Regarding remaining frequently absent without prior permission</p> <p>It has been observed that you are irregular at work. You remain absent frequently without prior permission. It is also noticed that you were absent for last 10 days from duty without informing the higher authorities.</p> <p>You are strictly warned to be regular on duty. If this continues in the future, stern action will be taken against you.</p> <p style="text-align: right;">Sd/- Mr. R. D. Wanze H. R. Manager</p> <p>(Note: Information/Details may vary.)</p>	<p>½</p> <p>½</p> <p><b>04 Marks for Matter</b></p> <p>½</p>
	(ii)	<p><b>State any eight guidelines to type e-mail properly with format.</b></p> <p><b>Ans:</b> Guidelines to type E-mail properly with format are as follow:</p> <ol style="list-style-type: none"><li>1. Be concise and to the point. <b>01</b></li><li>2. Answer all questions and pre-empt further questions. <b>01</b></li><li>3. Use proper spelling, grammar and punctuation. <b>01</b></li><li>4. Use templates for frequently used responses. <b>01</b></li><li>5. Answer swiftly. <b>01</b></li><li>6. Do not attach unnecessary files, but do not forget to attach the necessary files. <b>01</b></li><li>7. Use proper structure &amp; layout. <b>01</b></li><li>8. Do not overuse the high priority option. <b>01</b></li><li>9. Do not write in CAPITALS. <b>01</b></li><li>10. Read the email before you send it. <b>01</b></li><li>11. Use active instead of passive. <b>01</b></li><li>12. Avoid long sentences. <b>01</b></li><li>13. Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. <b>01</b></li><li>14. Keep your language gender neutral. <b>01</b></li></ol> <p>(Note: Any eight correct guidelines can be given full marks.)</p>	
5.	a)	<p><b>Draft a complaint letter to 'Horizon computers' for supplying faulty and damaged computers, asking replacement of the same.</b></p> <p><b>Ans:</b></p> <p><b>Required Format:</b></p> <ol style="list-style-type: none"><li>1. Letterhead/Sender's Address <b>01</b></li><li>2. Date <b>½</b></li><li>3. Receiver's Address <b>01</b></li><li>4. Subject <b>½</b></li><li>5. Salutation <b>½</b></li><li>6. Relevant and Appropriate Matter <b>04</b></li><li>7. Complementary Close <b>½</b></li></ol>	<p>(08)</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
5.		<p style="text-align: center;"><b>Sample Draft</b></p> <p style="text-align: center;"><b>IT SOLUTIONS PVT. LTD.</b> Nehru Nagar, Plot -55, Hadapsar, Pune-411028 12 November, 2017</p> <p>To The Sales Manager Horizon Computers M. G. Road Mumbai 400 086</p> <p>Your Reference: Your delivery challan no. HC/Sale/128 dated 11 November, 2017</p> <p>Subject: Complaint regarding supply of faulty and damaged computers</p> <p>Dear Sir, We appreciate your promptness in the timely execution of our order. However, after checking the computers, we found that 9 computers are faulty and damaged. We request you to kindly replace these 9 computers with new ones at the earliest, and also arrange for the faulty and damaged computers are to be taken back at your cost. We are sure that you will attend our claim within a week so that we are not further inconvenienced.</p> <p>Yours sincerely, Sd/- Mr. Vijay Salokhe (Purchase Manager)</p> <p><b>(Note: Students may write the letters in Semi Block or indented format. Information/Details can vary.)</b></p>	<p style="text-align: center;"><b>01</b> ½</p> <p style="text-align: center;"><b>01</b></p> <p style="text-align: center;">½</p> <p style="text-align: center;">½</p> <p style="text-align: center;"><b>04</b> <b>marks</b> <b>for</b> <b>matter</b></p> <p style="text-align: center;">½</p>
b) (i)		<p><b>Answer any TWO in 4-5 sentences:</b></p> <p><b>Explain the principle of effective communication 'conciseness and completeness'.</b></p> <p><b>Ans: Conciseness of the message:</b> This is one of the important principles of effective communication. 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.</p> <p><b>Completeness of the message:</b> Another important principle of effective communication is completeness of the message. The message should be complete. It should answer all the possible questions of the receiver. Insufficient knowledge confuses the receiver as it leaves him in doubt and distrust. It should cover all areas of consideration and still maintain its focus. Complete message helps quick and efficient functioning.</p>	<p style="text-align: center;"><b>(08)</b></p> <p style="text-align: center;"><b>02</b></p> <p style="text-align: center;"><b>02</b></p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code:

17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
5.	(ii)	<p><b>State the importance of horizontal communication in an organisation.</b></p> <p><b>Ans:</b> The importance of horizontal communication in an organisation is as follow:</p> <ol style="list-style-type: none"><li>1. Horizontal communication leads to co-operative and co-ordination among workers and it is helpful for smooth functioning of a company.</li><li>2. It improves the quality of team work.</li><li>3. Due to horizontal communication, routine problems can be easily solved without help of higher authorities.</li><li>4. It can remove pettiness, jealousies, rivalries and clash of egos and thus can build a healthy work environment.</li><li>5. It is possible to take quick decisions and prompt action.</li></ol> <p><b>(Note: Any four correct points can be given full marks.)</b></p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
	(iii)	<p><b>Explain the social need of communication skills.</b></p> <p><b>Ans:</b> The social need of communication skills is as follow:</p> <ol style="list-style-type: none"><li>1. Human is a social animal. So communication is necessary for building good relationship with others in the society.</li><li>2. Day to day activities in the society cannot be performed without communication.</li><li>3. It is necessary for sharing information.</li><li>4. It is also needed for exchanging feelings and emotions and for relaxation.</li><li>5. It is also necessary for understanding others' problems.</li><li>6. It is also helpful in releasing tension.</li></ol> <p><b>(Note: Any four correct points can be given full marks.)</b></p>	<p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
6.	a)	<p><b>Write a report to the Senior Executive Manager about fall in production of your unit of electronics appliances.</b></p> <p><b>Ans:</b></p> <p><b>Required Format:</b></p> <ol style="list-style-type: none"><li>1. Date</li><li>2. Sender's Address</li><li>3. Receiver's Address</li><li>4. Subject</li><li>5. Salutation</li><li>6. Relevant and Appropriate Matter</li><li>7. Closure</li></ol> <p><b>Sample Draft:</b></p> <p>12 November, 2017</p> <p>From The Production In-Charge P. D. Electrical Ltd Hadapsar Industrial Area Pune -411028</p>	<p>(08)</p> <p>½</p> <p>½</p> <p>½</p> <p>½</p> <p>½</p> <p>5</p> <p>½</p> <p>½</p> <p>½</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme
6.	a)	<p>To The Senior Executive Manager P. D. Electrical Ltd Hadapsar Industrial Area Pune -411028</p> <p><b>Subject:</b> Report about the fall in production of electrical appliances</p> <p>Sir, With reference to the above subject, I would like to bring to your kind notice that there is fall in the production of LED Bulbs, Ceiling Fans and Refrigerators. This year the production is declined by 8 % as compared to the last year.</p> <p><b>Causes/Reasons of the decline:</b></p> <ul style="list-style-type: none"><li>• There was frequent power failure due to which the work could not proceed at the desired speed.</li><li>• Spare parts were not provided in time.</li><li>• Quality control department did not check the appliances in time.</li><li>• Workers were not ready to work in more than one shift.</li></ul> <p><b>Suggestions to improve the production level:</b></p> <ul style="list-style-type: none"><li>• We must have good quality generators/invertors for back up.</li><li>• Purchase department should take extra efforts to provide spare parts in time.</li><li>• Quality control department should be prompt in checking the appliances and approve the same at the earliest.</li><li>• Workers can be motivated with extra incentives.</li></ul> <p>If we implement the above mentioned suggestions, we can improve the level of production of LED Bulbs, Ceiling Fans and Refrigerators of our company. This is for your information and necessary action.</p> <p>Thanking You</p> <p>Yours sincerely, Sd/- The Production In-Charge</p> <p><b>(Note: Students may write the reports in Semi Block or Indented format. Information/Details may vary.)</b></p>	<p>1/2</p> <p>1/2</p> <p>1/2</p> <p><b>5 Marks for Matter</b></p> <p>1/2</p>



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme																			
6.	b) (i)	<p><b>Attempt any ONE of the following:</b>  <b>Prepare a bar graph on the basis of data given below:</b>  <b>Annual deaths of commuters due to accidents at Mumbai Local trains.</b></p> <table border="1"> <thead> <tr> <th rowspan="2">Year</th> <th colspan="3">Station</th> </tr> <tr> <th>Dadar</th> <th>Kurla</th> <th>Thane</th> </tr> </thead> <tbody> <tr> <td>2016</td> <td>460</td> <td>475</td> <td>410</td> </tr> <tr> <td>2015</td> <td>360</td> <td>395</td> <td>350</td> </tr> <tr> <td>2014</td> <td>290</td> <td>310</td> <td>205</td> </tr> </tbody> </table> <p><b>Ans:</b></p> <p><b>Bar Graph Showing Annual deaths of commuters due to accidents at Mumbai Local trains.</b></p> <p>(Note: Student can draw bar graph in other way by taking Years on X axis.)</p>	Year	Station			Dadar	Kurla	Thane	2016	460	475	410	2015	360	395	350	2014	290	310	205	<p><b>(08)</b></p> <p><b>1 Mark for Scale</b></p> <p><b>1Mark for Legend</b></p> <p><b>5 Marks for presentation</b></p> <p><b>1 Mark for Title</b></p>
Year	Station																					
	Dadar	Kurla	Thane																			
2016	460	475	410																			
2015	360	395	350																			
2014	290	310	205																			
	ii)	<p><b>Draw a pie chart showing percentage of various modes of payments for purchase in India.</b>  <b>Card payments - 22%</b>  <b>Cash payment - 58%</b>  <b>Net banking - 09%</b>  <b>Other - 11%</b></p> <p><b>Ans:</b></p>																				



WINTER-2017 EXAMINATION

Subject Name: Communication Skills

Model Answer

Subject Code: 17201

Q. No.	Sub Q. N.	Answer	Marking Scheme																									
6.		<table border="1"><thead><tr><th>Sr. No.</th><th>Modes of payments</th><th>%</th><th>Calculation</th><th>Angle/degree</th></tr></thead><tbody><tr><td>1.</td><td>Card payments</td><td>22</td><td><math>22 \times 360 / 100</math></td><td><math>79.20^0</math></td></tr><tr><td>2.</td><td>Cash payment</td><td>58</td><td><math>58 \times 360 / 100</math></td><td><math>208.80^0</math></td></tr><tr><td>3.</td><td>Net banking</td><td>09</td><td><math>09 \times 360 / 100</math></td><td><math>32.40^0</math></td></tr><tr><td>4.</td><td>Other</td><td>11</td><td><math>11 \times 360 / 100</math></td><td><math>39.82^0</math></td></tr></tbody></table> <p><b>LEGEND</b></p> <ul style="list-style-type: none"><li>Card Payments</li><li>Cash Payments</li><li>Net Banking</li><li>Others</li></ul> <p><b>Pie Chart Showing percentage of various modes of payments for purchase in India</b></p>	Sr. No.	Modes of payments	%	Calculation	Angle/degree	1.	Card payments	22	$22 \times 360 / 100$	$79.20^0$	2.	Cash payment	58	$58 \times 360 / 100$	$208.80^0$	3.	Net banking	09	$09 \times 360 / 100$	$32.40^0$	4.	Other	11	$11 \times 360 / 100$	$39.82^0$	<p>2 Marks for Calculations</p> <p>1 Mark for Legend</p> <p>04 Marks for presentation/ pie chart</p> <p>1 Mark for Title</p>
Sr. No.	Modes of payments	%	Calculation	Angle/degree																								
1.	Card payments	22	$22 \times 360 / 100$	$79.20^0$																								
2.	Cash payment	58	$58 \times 360 / 100$	$208.80^0$																								
3.	Net banking	09	$09 \times 360 / 100$	$32.40^0$																								
4.	Other	11	$11 \times 360 / 100$	$39.82^0$																								