PRN:		Course Code:	U03AE001

000052

First Year ALL

Semester End Examination Winter 2024

Professional Communication

Day and Date: Mon E 9 DEC 2024 Max Marks: **35**

Time: 10:30AM To 12:30PM Duration: **2** hrs.

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CLO
Q.1	**Attempt the following**				
		Explain grapevine network of communication in an organization.	07	2	1
Q.2	**Attempt the following**				
	a)	State the process of active listening.	03	1	3
	b)	Identify difference between hearing and listening.	04	1	3
Q.3	**Attempt any one of the following**				
	a)	Discuss importance of G.D and state different stages in it.	07	2	3
	b)	Explain the structure of formal speech and its various types.	07	2	3
Q.4	**Attempt any one of the following**				
	a)	Discuss importance of reading and its types.	07	2	3
	b)	Illustrate the SQ3R technique of reading in detail.	07	2	3
Q.5	**Attempt the following**				
	a)	Prepare your own one-page resume.	03	3	3
	b)	You want to purchase a refrigerator. Write an enquiry letter asking about different models and prices to Mahalaxmi Electronics, Rajarampuri, Kolhapur. (Use Block Format)	04	3	3

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