

 (Affiliated to University of Mumbai)		End Semester Examination (R-24) FH 2026 Answer Key with marking scheme
Branch: All		Course: Professional Communication Techniques
Year/ Semester: FE/II		Course code:FEC205
Time: 02 hours		Marks: 60
		Marks
Q. 1	Attempt any Three. (All questions carry equal marks)	
A.	- Explanation of Communication Process (Sender–Message–Receiver) – 1 mark - Explanation of Encoding (by marketing team) – 1 mark - Explanation of Decoding (by client) – 1 mark - Role of Feedback (rejection and lack of interaction) – 1 mark - Overall analysis/conclusion (reason for miscommunication) – 1 mark Maximum 4 Marks for the BEST answer	5
B.	- Identification of barrier (Psychological) – 1 mark - Explanation of barrier – 2 marks - Impact on communication process – 2 marks Maximum 4 Marks for the BEST answer	5
C.	Use simple and precise language Avoid complex words and jargon. Choose words that are easy to understand. Be specific and to the point Clearly state the purpose of the message without unnecessary details. Organize ideas logically Present information in a proper sequence using paragraphs or bullet points. Avoid ambiguity Ensure that the message has only one clear meaning and cannot be misinterpreted. Example: Please send the sales report by 5 PM on 20 April 2026 One mark for each correct point and 1 mark for correct example. Maximum 4 Marks for the BEST answer	5
D.	- Charge the smartwatch fully before first use using the provided charger. - Download the compatible mobile app on your smartphone from the app store. - Turn on the smartwatch by pressing and holding the power button. - Enable Bluetooth on your phone and pair the smartwatch through the app. - Follow the on-screen instructions to set up basic features like time, notifications, and fitness tracking. 4 marks for all correct steps and 1 mark for appropriate special instructions/hazard notations.	5
Q.2	Attempt any Three. (All questions carry equal marks)	

Ai	3 Marks for format and language 4 marks for the content marks Maximum 6 Marks for the BEST answer	7
Aii	1. Position: Is double spaced from and placed below the complimentary close – whether left or right margin – depends on the format. 2. Contents: sender's signature, name and official designation 3. Functions: It gives credibility to the letter and makes the writer accountable for the contents of the letter Example: (<i>Signature</i>) Riya Sharma Marketing Executive 2 marks for correct description and 1 mark for correct example.	3
Bi.	1. Diagram (neat and labelled) – 2 marks 2. Definition (correct and clear) – 1 mark 3. Components (any 3–5 relevant parts) – 1 mark 4. Working (logical explanation of process) – 4 marks Maximum 7 Marks for the BEST answer	8
Bii	1. Warning- 1 Mark 2. Warning – 1 Mark	2
Ci	Selective Listening- 1 Mark Strategies to Improve Listening Skills 1. Avoid distractions Put away the phone or any other distractions and focus fully on the speaker. 2. Practice active listening Pay close attention, nod, and give verbal cues like “I see” or “okay” to show engagement. 3. Maintain eye contact This helps in staying attentive and shows respect to the speaker. 4. Do not interrupt Allow the speaker to complete their message before responding. 5. Ask questions and clarify Seek clarification if something is unclear to ensure complete understanding. 1 Mark for each correct strategy mentioned. Maximum 5 Marks for the BEST answer	6
Cii	The mistake is that the student is reading every word of the passage while searching for specific information. This is inefficient and time-consuming. The appropriate reading technique is Scanning, which involves quickly looking through the text to find specific keywords or information without reading everything in detail. • Identification of mistake (reading word-by-word unnecessarily) – 1 mark • Explanation of mistake (time-consuming/inefficient) – 1 mark • Correct technique identified (Scanning) – 1 mark • Explanation of scanning (finding specific information quickly) – 1 mark	4
Di	3 Marks for format and language 4 marks for the content marks	7

	Maximum 6 Marks for the BEST answer	
Dii	1. C. Use of abbreviations like “u” and “btw”- 1 Mark 2. B. To send a copy of the email to additional recipients – 1 Mark 3. C. Request for Leave on 20th April- 1 Mark	3
Ei	1. Faster and more accurate task completion 2. They involve routine and predictable tasks 3. Redefining and sometimes eliminating certain roles 4. Data analysis 5. Focus on complex and strategic tasks 6. C. AI creates both challenges and opportunities 1 Mark for each correct answer	6
Eii	A 1- Panacea 2- Hypocrite B1- B. Accommodation 2- B. Maintenance 1 Mark for each correct answer	4
Q.3	Attempt any Three. (All questions carry equal marks)	
A.	1. Content/Relevance to Topic – 2 marks 2. Organization & Coherence (logical flow of ideas) – 2 marks 3. Word Limit & Clarity (approx. 125 words) – 1 mark Maximum 4 Marks for the BEST answer	5
B.	Oral communication is highly effective in this situation for the following reasons: 1. Immediate feedback The customer receives instant responses to their queries, which helps in quick clarification and resolution of the issue. 2. Quick problem resolution Since the interaction is direct, the executive can understand the problem clearly and provide an immediate solution. 3. Better understanding Tone, voice, and expressions help convey emotions and intent, reducing chances of misunderstanding. 4. Personal connection and trust Direct communication builds rapport between the customer and the executive, increasing customer satisfaction. 5. Flexibility in communication The executive can modify responses based on the customer’s reactions, making the interaction more effective and adaptive. 1 Mark for each correct point Maximum 4 Marks for the BEST answer	5

C.	Any five relevant points. 1 Mark for each correct point	5
D.	The given social media advertisement effectively applies to the AIDA model—Attention, Interest, Desire, and Action. • Attention: The bold headline captures the viewer’s focus instantly in a crowded digital space. • Interest: Providing useful and relevant information keeps the audience engaged and encourages them to learn more about the product or service. • Desire: Testimonials create trust and credibility, making the audience feel confident and develop a need for the product. • Action: The sign-up button gives a clear call-to-action, prompting the audience to take the next step. Importance in Sales Correspondence: The AIDA model helps structure content in a way that guides users through a logical journey—from awareness to conversion. It increases engagement, builds trust, and improves the chances of achieving marketing goals such as clicks, sign-ups, or purchases. In digital platforms, where attention spans are short, AIDA ensures communication is impactful and result-oriented. • Identification of AIDA elements (all four stages) – 2 marks • Explanation of each stage in context – 2 marks • Importance in Sales Correspondence (clear relevance and application) – 1 mark Maximum 4 Marks for the BEST answer	5