

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
FOURTH SEMESTER
Sub: Soft Skills (MAMC 22-406)

Date: 29/12/2025

Total Marks : 20

Time: 2.00 pm to 3.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (10)

A) Write in detail on the importance of e-mails. Also discuss the etiquettes to be followed when sending / responding to e-mails.

OR

B) You have received a damaged parcel from an online retailer. Write a letter of complaint to the customer care.

Q. 2. Write short notes. (Any Two) (10)

- 1) Difference between a circular and a notice
 - 2) Non-verbal communication
 - 3) Tips to make effective presentations
 - 4) Components of a resume
 - 5) Adjustment letters
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