

[Time:2.30 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
 2. Figures to the right indicate full marks.
 3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.

- Q.1 Attempt **any three** of the following: 15
- a. What are the two major forms of nonverbal communication? Explain any one.
 - b. Write a detailed note on signs, symbols and signals and their use in non-verbal communication.
 - c. Explain how concreteness and clarity helps in effective communication.
 - d. Write a short note on Chronemics.
 - e. List the seven C's needed for effective communication. Elaborate with examples any three C's.
 - f. Explain in detail the uses of technology-based communication tools in business organizations.
- Q.2 Attempt **any three** of the following: 15
- a. Describe the key points of public speaking?
 - b. What are the two types of electronic resume?
 - c. What are the different types of interviewing questions?
 - d. Define proposal and its structure.
 - e. State the factors used for audience analysis.
 - f. Explain basic mannerisms to be shown during an interview?
- Q.3 Attempt **any three** of the following: 15
- a. What is a "conference"? Discuss different types of conference according to their purpose.
 - b. What is group discussion? How is it different from a debate?
 - c. Write a note on types of team presentations.
 - d. What do you understand by business meeting? How is it important in professional communication?
 - e. Define team briefing and state its significance.
 - f. What are the popular myths about group discussion? Which rules can help you to avoid such myths?

Q.4 Attempt **any three** of the following: **15**

- a. State the difference between Ethics and Values.
- b. Discuss different types of charts used in business communication
- c. Define reputation. How is the reputation of an individual different from the reputation of an organization?
- d. Discuss different types of charts used in business communication?
- e. Short note on Engineering Ethics
- f. Explain the Cokes 5Ps approach.

Q.5 Attempt **any three** of the following: **15**

- a. Explain how graphics help in presentation.
- b. Explain concept map with an example.
- c. How to create an outline for presentation?
- d. What are the steps for executing the presentation?
- e. Elaborate the use of templates in visual communication.
- f. Why use font, color and layout is important in the impress stage of presentation?
