

[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 do you understand by YOU approach in the 7C's of effective communication?
- b. Diagrammatically explain the process of communication.
- c. Write a detailed note on advantages of technology enabled communication.
- d. Discuss the various direction of communication.
- e. Discuss the types of nonverbal communication.
- f. List down the factors affecting cross cultural business communication.

Q.2 Attempt **any three** of the following: 15

- a. Why is a written report preferred to an oral report?
- b. Differentiate between solicited and unsolicited proposal
- c. What are the essentials for a presentation?
- d. What are the do's & don't while writing a resume?
- e. Discuss the strategies for effective listening.
- f. What are the 4 types questions asked in an interview?

Q.3 Attempt **any three** of the following: 15

- a. In what ways can one prepare for a better performance at a business conference?
- b. What are the important elements of a business meeting?
- c. Discuss the types of team presentation
- d. What kind of language should be used in team briefing?
- e. Discuss the types of oral communication across functional areas of organization.
- f. Discuss the different types of functional areas in an organization.

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

- a. Discuss the difference between corporate communication & public relations.
- b. Write a short note on corporate Social Responsibility.
- c. What is meant by ethics? Why is it necessary in business?
- d. Explain the AIDA model.
- e. How do visual aids help in business communication?
- f. Discuss different types of charts used in business communication?

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

- a. What do you understand by brainstorming?
- b. Discuss the difference between mind maps & concept maps

- c. What is chunking theory?
- d. What is visual communication? How it helps in presentation?
- e. Rehearsal & practice before the presentation makes a difference in one's performance. Elaborate
- f. Discuss the 4 important aspects while making your presentation.