

MARKS: 75

TIME : 2.30 Hrs

Please check whether you have got the right question paper.

- Note. 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q1 **Attempt any three from the following.** **15M**

- A] What do you mean by Communication? Discuss its importance in Business.
- B] What are the different criteria for selection of appropriate technology for business communication? Explain.
- C] List seven C's of communication. Explain any two in detail.
- D] Explain the different types of spontaneous gestures.
- E] Discuss cross-cultural communication strategies.
- F] Write a short note on each of the following:
 - 1) Downward Communication
 - 2) Upward Communication

Q2 **Attempt any three from the following.** **15M**

- A] Write a short note on 'Chronemics'. Enlist and explain any five variables of national cultural differences faced during cross-cultural communication.
- B] Explain the different non-verbal aspects in an interview.
- C] "Language plays an important part in ineffective presentation".. Agree or disagree? Justify your view.
- D] What is listening? What are its different types? Explain.
- E] You are applying for a 3 week internship with an organization . You are required to write a composition of about 300 words stating your objective in seeking the internship of 3 weeks. Draft your objective.
- F] What is audience analysis? What is critical? How can it be effectively used by an organization while issuing instructions?

Q3 **Attempt any three from the following.** **15M**

- A] Explain direct and indirect selling.
- B] List and explain the different formats of group discussion.

- C] Discuss the human resource communication in Indian industries.
- D] What do you mean by organizational communication? Discuss ways to improve it.
- E] What is a conference? How is it planned and conducted? Explain.
- F] What is briefing? What are its different types? Explain each in brief.

Q4 Attempt any three from the following. 15M

- A] What are the basic principles of ethical communication followed by corporate houses?
- B] Discuss the AIDA model for advertising.
- C] State and explain the different traits to be embedded into the corporate communication strategy.
- D] What are the different referencing styles? Explain with examples.
- E] Discuss types of visual aids used in business communication.
- F] 'Communication planning is a must during a crisis', Justify the given statement.

Q5 Attempt any three from the following. 15M

- A] Why should there be practice before a presentation? Discuss.
- B] How is brainstorming done while planning the presentation? Explain.
- C] Are concept maps and mind maps the same thing? Give valid arguments in favour of your answer.
- D] What are the steps to be carried out during the "Plan" stage of the presentation? Explain.
- E] What are the different types of graphics used in presentations? Explain.
- F] How is visual communication more effective than oral communication? Explain.

END