

[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.

- Q.1 Attempt **any three** of the following: 15
- a. Discuss the various direction of communication
  - b. Write a detailed note on advantages of technology enabled communication.
  - c. List down the factors affecting cross cultural business communication.
  - d. Write a short note on Chronemics.
  - e. List the seven C's needed for effective communication. Elaborate any three with eg
  - f. Discuss cross-cultural communication strategies
- Q.2 Attempt **any three** of the following: 15
- a. What are the 4 types questions asked in an interview?
  - b. What are the two types of electronic resume?
  - c. Why is a written report preferred to an oral report?
  - d. Define proposal and its structure.
  - e. State the factors used for audience analysis.
  - f. What are the do's & don't while writing a resume?
- Q.3 Attempt **any three** of the following: 15
- a. Discuss the different types of functional areas in an organization.
  - b. What is group discussion? How is it different from a debate?
  - c. Write a note on types of team presentations
  - d. What are the important elements of a business meeting?
  - e. Define team briefing and state its significance
  - f. What kind of language should be used in team briefing?
- Q.4 Attempt **any three** of the following: 15
- a. State the difference between Ethics and Values
  - b. Discuss the difference between corporate communication & public relations.
  - c. Explain the AIDA model.
  - d. Discuss different types of charts used in business communication?
  - e. How do visual aids help in business communication?
  - f. Explain the Cokes 5Ps approach.
- Q.5 Attempt **any three** of the following: 15
- a. Explain how graphics help in presentation
  - b. Explain chunking theory
  - c. How to create an outline for presentation
  - d. What are the steps for executing the presentation
  - e. Discuss the difference between mind maps & concept maps
  - f. Rehearsal & practice before the presentation makes a difference in one's performance. Elaborate

\*\*\*\*\* THE END\*\*\*\*\*