

- 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