

Time: (2½ Hours)

[Total Marks: 75]

- N. B.:** (1) All questions are compulsory.
 (2) Make suitable assumptions wherever necessary and state the assumptions made.
 (3) Answers to the same question must be written together.
 (4) Numbers to the right indicate marks.
 (5) Draw neat labeled diagrams wherever necessary.
 (6) Use of Non-programmable calculators is allowed.

1. **Attempt any three of the following:** 15
 - a. What is the importance of listening and empathy in communication?
 - b. Explain poor listening habits.
 - c. Explain barriers in effective listening process.
 - d. What do you mean by achieving confidence in effective speaking?
 - e. Explain the term intonation with the help of examples.
 - f. What is interview? What are the types of interviews?

2. **Attempt any three of the following:** 15
 - a. What is interpersonal and intrapersonal communication?
 - b. Explain the concept of conflict in work environment.
 - c. Write a short note on interpersonal needs.
 - d. What is negative news? Give examples how to communicate negative news.
 - e. Write a short note on social penetration theory.
 - f. Explain crisis communication plan in detail.

3. **Attempt any three of the following:** 15
 - a. Write a short note on intercultural communication.
 - b. Write a short note on common cultural characteristics.
 - c. Explain divergent cultural characteristics.
 - d. Define the term global market place. What role does it play in international communication?
 - e. Explain about the international assignment.
 - f. Write a short note on styles of management.

4. **Attempt any three of the following:** 15
 - a. How to use effective body language in group discussion.
 - b. Why it is important to include GD as a part of selection process?
 - c. How group discussions are useful in problem solving process in any organization.
 - d. Write a short note on meetings.
 - e. Explain the concept of group life cycle.
 - f. What is the role and importance of leadership in a team?

5. **Attempt any three of the following:** 15
 - a. What is tabulation? What are the types of tabulation?
 - b. Differentiate between formal and informal fallacies.
 - c. Explain pie chart with the help of an example.
 - d. Explain inductive and deductive reasoning in detail.
 - e. Differentiate between connotations and denotation.
 - f. Explain analogies and Venn diagram in detail.