

[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All Questions are compulsory.
  2. Make suitable assumptions whenever necessary and state the assumption made.
  3. Answer to the same question must be written together.
  4. Numbers to the right indicate marks.
  5. Draw neat labeled diagrams whenever necessary.
  6. Use Non-programmable calculators is allowed.

Q.1 Attempt any three of the following.

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- a. Explain the importance of completeness and correctness in effective communication.
- b. What are the different roles of Manager? Explain.
- c. What are the different forms of non-verbal communication? Explain with examples.
- d. Explain the different types of spontaneous gestures.
- e. Discuss the cross-cultural communication strategies.
- f. What are the different criteria for selection of appropriate technology for business communication? Explain.

Q.2 Attempt any three of the following.

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- a. Discuss the factors to be considered at the planning stage of business writing.
- b. You are applying for admission to a management college. You are required to write a composition of about 300 words stating your objective in seeking the admission. Draft your objective.
- c. What is audience analysis? What is it critical? How can it be effectively used by an organization while issuing instructions?
- d. What is listening? What are its different types? Explain.
- e. "Language plays an important part in ineffective presentation". Agree or disagree? Justify your view.
- f. Explain the different non-verbal aspects in an interview.

Q.3 Attempt any three of the following.

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- a. What is a conference? How it is planned and conducted? Explain.
- b. List and explain the different formats of group discussion.
- c. What is briefing? What are its different types? Explain each in brief.
- d. Discuss the preparatory steps involved in team presentations.
- e. Explain direct and indirect selling.
- f. Discuss the human resource communication in Indian industries.

Q.4 Attempt any three of the following.

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- a. State and explain the different traits to be embedded into the corporate communication strategy.
- b. Explain intercultural negotiation with an example. What are the file inter-cultural negotiation skills?
- c. What are the basic principles of ethical communication followed by corporate houses?
- d. Discuss the AIDA model for advertising.
- e. How are effective paragraphs developed? Explain.
- f. What are the different referencing styles? Explain with examples.

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

- How is brainstorming done while planning the presentation? Explain.
  - What are the steps to be carried out during the “Plan” stage of the presentation? Explain.
  - Explain the “Execute” stage of presentation.
  - What are the different types of graphics used in presentation? Explain.
  - What should be done to make a presentation impressive? Explain.
  - Why should there be practice before presentation? Discuss.
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