

Please check whether you have got the right question paper.

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.

1. Attempt any three of the following: 15
 - a. Explain the importance of completeness and correctness in effective communication.
 - b. Explain grapevine communication.
 - c. How do postures help you assess a person's confidence or diffidence?
 - d. "Gestures are observed actions." Elaborate.
 - e. Discuss the cross-cultural communication strategies.
 - f. List and explain different criteria for selection of appropriate technology for business communication.
2. Attempt any three of the following: 15
 - a. List and explain the factors to be considered at planning stage of business writing.
 - b. List and explain the different types of business messages.
 - c. Write a letter to 'XYZ Solutions' inquiring about Computers purchase in your College Laboratories with their quotation.
 - d. Discuss any five variables that create barriers for effective listening.
 - e. State and explain different types of listening.
 - f. Discuss different types of interviewing questions.
3. Attempt any three of the following: 15
 - a. What is conference? How it is planned and conducted? Explain.
 - b. Write a short note on group discussion.
 - c. How important is audience awareness in team presentation?
 - d. What are the communication activities in medium-sized projects?
 - e. Explain direct and indirect selling.
 - f. Explain the importance of minutes for post-meeting review.
4. Attempt any three of the following: 15
 - a. What are the various aspects of corporate communication?
 - b. Explain with diagram interactive communication model.

- c. List and explain the basic features of email etiquette.
- d. Explain the AIDA model for advertising.
- e. Explain the ethical issues involved in business communication.
- f. What are different referencing styles? Explain with one example.

5 Attempt any three of the following:

- a. How brainstorming is done while planning presentation? Explain.
- b. What is mind mapping? Explain steps involved in creating mind maps.
- c. Explain the "Execute" stage of presentation.
- d. How to create an outline for presentation?
- e. Explain the concept map with example.
- f. What is Chunking theory?

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