

Note : All questions are compulsory.
All questions carry equal marks.

Q.1 Attempt any three out of six.

(15 Marks)

- a) Explain Life cycle of process of communication.
- b) Explain Vertical, Horizontal and Diagonal communication.
- c) Give the classification of Barriers depending on the process of message formation and delivery.
- d) What is Non-verbal communication? How does the body language play its role?
- e) How languages as a tool play its role in communication?
- f) Explain Extrapersonal communication and Interpersonal communication.

Q.2 Attempt any three out of six.

(15 Marks)

- a) Give the features that describe complete communication.
- b) Write a note on Clarity and Correctness.
- c) How the conversation with the Management should be done?
- d) How the meeting should be planned?
- e) Give the benefits of Group Discussion.
- f) Give the Email etiquette.

Q.3 Attempt any three out of six.

(15 Marks)

- a) Give different types of Listening.
- b) Define the purpose of professional presentation.
- c) Mention the mode of delivery that can be used for making presentation.
- d) Explain any two types of Interview.
- e) Give different aspects of interview preparation.
- f) How to overcome stage fear while preparing for delivery of the presentation?

Q.4 Attempt any three out of six.

(15 Marks)

- a) Give five main strategies for writing business message.
- b) State the common components of a business letter.
- c) Describe Corporate Report.
- d) State the parts of business proposal.
- e) What is functional resume? Explain with example.
- f) What are advantage of online recruitment?

Q.5 Attempt any three out of six.

(15 Marks)

- Give the importance of effective financial communication.
- State the key principles of ethical communication.
- Describe different types of visual aids.
- Give the characteristics of MIS.
- Explain personal integrity.
- What are the values in communication?

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