

- 9/12/2023
1. All questions are **compulsory**.
 2. All questions carry **equal marks**.
 3. Draw **neat, labelled diagrams** wherever necessary

Q.1 Attempt the following (Any Three)**[15 Marks]**

- a. What do you mean by technical communication? Explain why it is important.
- b. Explain how language assists in communication.
- c. List and the different levels of communication.
- d. What do you mean by "noise" in communication? Explain how does it disrupt effective communication?
- e. Explain communication barriers with an example.
- f. Explain how can we overcome communication barriers?

Q.2 Attempt the following (Any Three)**[15 Marks]**

- a. List the Seven Cs of Effective Communication, and why are they important.
- b. Explain why is business conversation important in the corporate world?
- c. What are essential elements of effective business conversations?
- d. What's the purpose of a business meeting and why is planning crucial?
- e. Outline the steps in the meeting process.
- f. Why are conferences important in business, and how to plan one?

Q.3 Attempt the following (Any Three)**[15 Marks]**

- a. Differentiate active and passive listening, and explain their implications.
- b. Explain how does effective listening impact communication?
- c. Explain the importance of defining presentation purpose
- d. Explain the role of visual aids in presentation effectiveness.
- e. List and explain the interview types.
- f. Describe the significance of written communication in business.

Q.4 Attempt the following (Any Three)**[15 Marks]**

- a. Explain why written communication important in business.
- b. Discuss five main strategies for writing effective business messages.
- c. Describe components of a business letter and strategies for the body.
- d. Describe parts of a business report and their impact.
- e. Differentiate corporate reports and business proposals.
- f. Significance of career building and resume formats.

Q.5 Attempt the following (Any Three)**[15 Marks]**

- a. Explain how communication flows across functional areas in an organization.
- b. Explain the role of Management Information Systems (MIS).
- c. What is Ethical dilemmas in business communication and how to address them.
- d. Describe various types of visual aids.
- e. Describe Strategic approaches for promoting corporate ethics through communication.
- f. Explain Importance of formatting computer-generated visuals for clarity and impact.