

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]**

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

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

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

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

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

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

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

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

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