

Q. P. Code : 30244**(2½ Hours)****[Total Marks: 75]**

- 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**.
 (6) Use of **Non-programmable** calculators is **allowed**.

1. Attempt any three of the following:**15**

- State the importance of Clarity and Courtesy for effective communication.
- List the benefits and limitations of grapevine communication.
- Write a short note on 'Chronemics'
- Enlist and explain any five variables of national cultural differences faced during cross-cultural communication.
- Discuss in detail the various criteria necessary to choose an appropriate technology for business communication.
- What is Netiquette? List any six guidelines that must be followed when using Internet.

2. Attempt any three of the following:**15**

- State the differences between direct approach and indirect approach to business messages.
- Write a letter to 'ABC Solutions' inquiring about CCTV cameras for installing in your college premises with their quotations.
- What are the formatting requirements to be kept in mind while creating charts and diagrams?
- What are the contents of the following components of a business proposal:
 1. Executive summary 2. Project description
- Explain the two types of electronic résumé.
- What are the different types of interviewing questions?

3. Attempt any three of the following:**15**

- What are the strategies required to hold effective meetings?
- Explain any two Group Discussion (GD) format with an example.
- Enlist the key points in the process of briefing.
- What are the communication activities in medium-sized projects?
- State the importance of communication across any one functional area.
- Explain follow-up briefing with an example.

4. Attempt any three of the following:**15**

- 'Communication planning is a must during crisis'-Justify.
- Explain with a diagram interactive communication model.
- Explain the role of mediation in conflict resolution.
- What are the ethical issues involved in business communication?
- How can technological advances help make communication more effective?
- State the functions of comma.

5. Attempt any three of the following:**15**

- Explain the steps in executing presentations.
- How to create an outline for the presentation?
- State the advantages of adding graphics to the presentation.
- How visual communication is effective than oral communication? Explain.
- Explain concept map with an example.
- Why use of font, colour and layout is important in the impress stage of presentation?