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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

1. Define 'Communication'. Describe the communication process. **16**
2. Discuss principles of communication for effective communication. **16**
3. What is Informal communication? Explain vertical & Horizontal communication in detail. **16**
4. Describe various media of communication and their applications. **16**
5. What is personal communication? Discuss the effect of body language in group communication. **16**
6. What are the leadership qualities required for effective communication. **16**
7. Define "Mass communication". Discuss barriers in communication. **16**
8. How can we make effective presentation? Discuss in detail. **16**
9. Discuss the advantages and application of written communication in organization. **16**
10. Write short notes on **any two**. **16**
  - a) Public speaking.
  - b) Business letter writing.
  - c) Board and union meeting.
  - d) Telephonic communication.

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