

(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**

- What are the different functions of communication?
- What is horizontal, vertical and diagonal communication?
- How do postures help you assess a person's confidence or diffidence?
- List and explain the variables of National culture.
- Discuss the negative effects that technology-oriented communication creates in business organization.
- What are some basic traits which a global manager must possess to manage global organization?

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

- What are the different types of business messages?
- Explain the factors for audience analysis.
- Discuss with appropriate examples the essentials of winning proposals in business.
- State advantages and disadvantages of electronic and video résumés.
- State and explain the different categories of poor listeners.
- How can one overcome stage fright during a presentation?

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

- What are the strategies required to hold effective meetings?
- What is group discussion? State its benefits.
- How important is audience awareness in team presentation?
- 'Briefing and public speaking differ in their style of presentation'. - Justify
- State the communication needs of any stakeholder.
- What are the main contents of the minutes of a meeting?

4. Attempt any three of the following:

15

- a Write a short note on Crisis Communication.
- b What is AIDA model?
- c Discuss about the various approaches to negotiation.
- d State the five intercultural negotiation skills.
- e State the ethical dilemmas managers face in organizations.
- f List and explain the basic features of email etiquette.

5. Attempt any three of the following:

15

- a Explain the process of planning done in presentation.
- b Create a mind map for 'Vision 2050'.
- c Explain the importance of impress stage.
- d How to create outline for the presentation?
- e 'The effect of visual communication is similar to oral communication'-Justify
- f What is chunking theory?