

(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?