(2½ Hours) [Total Marks: 75

N. B.: (1) **All** questions are <u>compulsory</u>.
(2) Make <u>suitable assumptions</u> wherever necessary and <u>state the assumptions</u> made.
(3) Answers to the <u>same question</u> must be <u>written together</u>.
(4) Numbers to the <u>right</u> indicate <u>marks</u>.
(5) Draw <u>neat labeled diagrams</u> wherever <u>necessary</u>.
(6) Use of <u>Non-programmable</u> calculators is <u>allowed</u>.

1. **Attempt** <u>*any three*</u> **of the following:** 15
a. List the seven C's needed for effective communication. Elaborate with examples any three C's.
b. Discuss any three barriers that lead to communication breakdown in an organization.
c. Explain the various stages incorporated for developing relationships through interpersonal communication.
d. 'Gestures are observed actions'- Elaborate.
e. Discuss about different communication styles highlighting low and high context cultures.
f. Elaborate on the merits of using technology in business communication.

2. **Attempt** <u>*any three*</u> **of the following:** 15
a. Why is 'revising' considered as an essential step to preparing business messages?
b. State the factors used for audience analysis.
c. Which format (chronological/functional/combination) of resumé is suitable for a fresh graduate and why?
d. Explain any five variables that create barriers for effective listening.
e. Distinguish between (i) clues and cues (ii) signs and signals
f. Imagine yourself as a manager of a multi-national company, about to interview a candidate. Apply the fundamental principles of Interviewing and frame five questions based on the principles, write the principle used and purpose of asking the question.

3. **Attempt** <u>*any three*</u> **of the following:** 15
a. State the disadvantages of teleconferences.
b. How is group discussion a better technique than interviews, for selecting a marketing post applicant?
c. Develop a template for a briefing on Rio Olympics.
d. How marketing communication works?
e. Discuss briefly the preparatory steps involved in a team presentation.
f. Explain the importance of minutes for a post-meeting review.

4. **Attempt** <u>*any three*</u> **of the following:** 15
a. What are the various aspects of corporate communication?
b. What is the difference between a basic and interactive communication model?
c. Discuss the two types of organizational conflicts with suitable examples.
d. Effective communication and ethical communication is the same thing –Justify.
e. Explain the ethical issues involved in business communication.
f. Elaborate on effective usage of semicolon and colon in using the elements of standard English.

TURN OVER

5.   **Attempt _any three_ of the following:**   15
a.   What are the steps for executing the presentations?
b.   Create a mind map of Network connectivity.
c.   Explain the importance of impress stage.
d.   How to create an outline for the presentation?
e.   How is concept map different from mind map?
f.   'Practicing the presentation process is a must'-Elucidate.