

- N. B.: (1) Question number 1 is compulsory.
 (2) Attempt any 4 from question Nos. 2 to 7.
 (3) Illustrate answers with sketches wherever necessary.
 (4) Do not reveal your identity in the letters and reports.

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| 1. | A] | Discuss the strategies for bringing about effectiveness in communication for business purposes. | 10 |
| | B] | Define the process of perception in detail with suitable examples. | 10 |
| 2. | A] | Explain various communication barriers and suggest a few measures to overcome them. | 08 |
| | B] | Explain the process of communication through a diagram depicting the essential components of the process. | 07 |
| 3. | A] | What is the importance of Non-verbal Communication techniques in effective business communication? Justify your answer with suitable examples. | 08 |
| | B] | Define personality and its determinants? Explain personality types and its impact on career growth. | 07 |
| 4. | A] | 'Listening is an art and like any other art, it has to be cultivated consciously'. Discuss | 08 |
| | B] | What the SMART goals? Explain with suitable examples. | 07 |
| 5. | A] | Elaborate the merits of using technology in business communication. | 08 |
| | B] | Discuss various conflict resolution techniques which can be used for managing conflicts in organizations. | 07 |
| 6. | A] | Define the term 'Resume' and write the do's and don'ts of writing a resume? | 08 |
| | B] | Elucidate the principles of effective business writing. | 07 |
| 7. | | Write short notes on: (any three, all carry equal marks) | 15 |
| | a) | Kinesics | |
| | b) | Diagonal Communication | |
| | c) | Personality and Values | |
| | d) | Components of Attitude | |