

DT: - 5.12.18

(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

- Discuss the seven Cs of effective communication.
- What is conferencing? Explain different types of conferencing.
- Explain the stages in developing relationships through interpersonal communication.
- Discuss Dysfluency and Tempo/Pacing, the sub-categories of paralanguage.
- What is the role of proxemics in non-verbal communication? Explain.
- Distinguish between the attributes of high context and low context cultures.

2. Attempt any three of the following: 15

- Explain the five main stages of writing business messages.
- Discuss the different strategies for writing the body of a business letter.
- What are different types of audience? Discuss the factors required for audience analysis.
- State and explain the steps in writing a routine business report.
- List and explain the ten resume mistakes that must be avoided.
- Explain the different barriers that create listening barriers.

3. Attempt any three of the following: 15

- What are the purposes of a conference? Explain the different points to be considered for effectively conducting a conference.
- Enumerate the different steps involved in a Group Discussion. Discuss the critical success factors in a group discussion.
- What is team briefing? How can it be made effective?
- What is marketing communication? How does it work?
- State and explain the activities involved in branding a project.
- What is financial communication? What are its constituents? Explain.

4. Attempt any three of the following: 15

- What is corporate citizenship and social responsibility? How does CSR fit with PR?
- How can advertisements be planned for better results?
- What are different approaches to effective negotiation? Explain the six steps of negotiations.
- Explain the different ethical perspectives in communication.
- Explain the rules of grammar that would be helpful in business communication.
- Explain the functions performed by comma.

5. Attempt any three of the following: 15

- What is mind-map? How is it useful in presentations? Explain. What should be included in the conclusion of a presentation?
- How can presentations be made more effective?
- Discuss the success factors in business presentation.
- What are the different type of graphics used in presentations? Explain.
- Why use of font, colour and layout is important in the impress stage of presentation?
- Explain concept map with an example.