

Q. P. Code : 30244

(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
  - a. State the importance of Clarity and Courtesy for effective communication.
  - b. List the benefits and limitations of grapevine communication.
  - c. Write a short note on 'Chronemics'
  - d. Enlist and explain any five variables of national cultural differences faced during cross-cultural communication.
  - e. Discuss in detail the various criteria necessary to choose an appropriate technology for business communication.
  - f. What is Netiquette? List any six guidelines that must be followed when using Internet.
  
2. **Attempt any three of the following:** 15
  - a. State the differences between direct approach and indirect approach to business messages.
  - b. Write a letter to 'ABC Solutions' inquiring about CCTV cameras for installing in your college premises with their quotations.
  - c. What are the formatting requirements to be kept in mind while creating charts and diagrams?
  - d. What are the contents of the following components of a business proposal:
    1. Executive summary
    2. Project description
  - e. Explain the two types of electronic résumé.
  - f. What are the different types of interviewing questions?
  
3. **Attempt any three of the following:** 15
  - a. What are the strategies required to hold effective meetings?
  - b. Explain any two Group Discussion (GD) format with an example.
  - c. Enlist the key points in the process of briefing.
  - d. What are the communication activities in medium-sized projects?
  - e. State the importance of communication across any one functional area.
  - f. Explain follow-up briefing with an example.
  
4. **Attempt any three of the following:** 15
  - a. 'Communication planning is a must during crisis'-Justify.
  - b. Explain with a diagram interactive communication model.
  - c. Explain the role of mediation in conflict resolution.
  - d. What are the ethical issues involved in business communication?
  - e. How can technological advances help make communication more effective?
  - f. State the functions of comma.
  
5. **Attempt any three of the following:** 15
  - a. Explain the steps in executing presentations.
  - b. How to create an outline for the presentation?
  - c. State the advantages of adding graphics to the presentation.
  - d. How visual communication is effective than oral communication? Explain.
  - e. Explain concept map with an example.
  - f. Why use of font, colour and layout is important in the impress stage of presentation?