

F4 ET (5) |

Paper / Subject Code: 82305 / Communication Skills.

729

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(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:

- 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.

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5. Attempt any three of the following:

- 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?

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