

(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.