

Note : 1) All questions are Compulsory.

2) Make suitable assumptions wherever necessary and state the assumptions made.

3) Answers to the same questions 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.

Q.1. Attempt any Three of the following

(15M)

- a) List the seven C'S needed for effective communication. Elaborate with examples any three C's.
- b) Write a short note on 'Chronemics'.
- c) Discuss the Cross- cultural communication strategies.
- d) What is Netiquette? List any six guidelines that must be followed when using internet.
- e) What is the importance of communication in the corporate and global world? Explain.
- f) Discuss the negative effects that technology – oriented communication creates in business organization.

Q.2. Attempt any Three of the following

(15M)

- a) State advantages and disadvantages of electronic and video resumes.
- b) What is a report? Why is report writing essential to modern business?
- c) What are different types of Interview? Explain any two types.
- d) What are types of Listening? Explain any two types.
- e) What are different types of business messages?
- f) List and explain the ten resume mistakes that must be avoided.

Q.3. Attempt any Three of the following

(15M)

- a) What are the different benefits of advertising?
- b) Mention any five advantages of teleconferences.
- c) What is team briefing? How can it be made effective?
- d) How important is audience awareness in team.
- e) Explain any two Group Discussion (GD) format with an example.
- f) What are the different techniques to handle conflict?

Q.4. Attempt any Three of the following

(15M)

- a) Mention the ten commandments of computer Ethics.
- b) What are principles of persuasion? Explain any two principles.
- c) What are the factors that cause conflict?
- d) What is negotiation? Discuss some of the tactics of negotiation.
- e) What is a team presentation? What are its advantages?
- f) What is conversation? What are suggestions for to become good conversationalist?

Q.5. Attempt any Three of the following

(15M)

- a) Explain concept of graphs with an example.
- b) What are advantages of email?
- c) Mention the advantages and disadvantages of meeting.
- d) Why are group discussion conducted? What skills are assessed in it?
- e) "Communication is a two way process", explain it.
- f) What are the advantages and disadvantages of using social media?