

[Time: 2 $\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All Questions are compulsory.
 2. Make suitable assumptions whenever necessary and **state the assumption** made.
 3. Answer to the **same question** must be **written together**.
 4. Numbers to the **right** indicate **marks**.
 5. Draw **neat labeled diagrams** whenever **necessary**.
 6. Use **Non-programmable** calculators is allowed.

Q.1 Attempt **any three** of the following. **15**

- a. Explain how concreteness and clarity helps in effective communication.
- b. Explain the process of communication through a diagram depicting the essential components of the process.
- c. State the advantages and disadvantages of grapevine communication.
- d. What are the two major forms of non-verbal communication? Explain any one.
- e. List and explain the steps needed for managing cross-cultural communication.
- f. Discuss the need for using technology in business communication.

Q.2 Attempt **any three** of the following. **15**

- a. Briefly explain the five major stages involved in writing effective business messages.
- b. Explain the various types of business proposal based on target audience.
- c. What are the main components of an effective introduction?
- d. Discuss the role of non-verbal cues in conversations.
- e. Explain the two types of interviewing techniques used by companies.
- f. Write instructions for a new student on how to get from one part of your university to another department.

Q.3 Attempt **any three** of the following. **15**

- a. Mention any five advantages of teleconferences.
- b. State the various purposes of team presentations.
- c. "Briefing and public speaking differ in their style of presentation"- justify.
- d. What is the role of human resource communication in an organization?
- e. What are the main contents of the minutes of a meeting?
- f. Enlist the non-functional roles in group discussion.

Q.4 Attempt **any three** of the following. **15**

- a. Write a note on basic communication model.
- b. Distinguish between the collaborating and accommodating strategies of conflict resolution.
- c. What is the role of a professional communicator?
- d. Briefly explain any two ethical perspectives.
- e. What are the different benefits of advertising?
- f. Discuss any one referencing style.

Q.5 Attempt any three of the following.

15

- a. Explain the plain stage in detail.
 - b. Write a short note on concept map.
 - c. State the importance of creating outline in executing stage.
 - d. Explain how graphics help in presentation.
 - e. Give the guidelines for typography.
 - f. Elaborate the use of templates in visual communication.
-