

26 / 3 / 2018

Q. P. Code : 30244

26 / 3 / 2018

(2 1/2 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:**
 - a. State the importance of Clarity and Courtesy for effective communication. 15
 - 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:**
 - a. State the differences between direct approach and indirect approach to business messages. 15
 - 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:**
 - a. What are the strategies required to hold effective meetings? 15
 - 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:**
 - a. 'Communication planning is a must during crisis'-Justify. 15
 - 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:**
 - a. Explain the steps in executing presentations. 15
 - 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?