

**Note:**

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

**Section A****Q1.**

(2X10=20 Marks)

a. In the era of globalization and diverse workplaces, cultural differences can significantly impact communication in business management. What approaches can be utilized to overcome these cultural barriers? (CO 5)

b. Illustrate the essential stages of the communication process and their connection to successful business management. Include real-world examples to support your explanation. (CO4)

c. Examine the importance of non-verbal communication in business management. How do body language, facial expressions, and other non-verbal signals influence the effectiveness of communication? (CO 3)

**Q2.**

(2X10=20 Marks)

a. Compare and contrast group discussions, meetings, seminars, and conferences as methods of group communication in a business setting. What are the distinct purposes and dynamics of each type of interaction? (CO4)

b. Examine the importance of verbal and non-verbal communication in personal interactions. How do spoken language and body language contribute to effectively conveying messages and fostering relationships? (CO3)

c. Analyze the influence of digital media on contemporary communication. How have tools like social media and email changed the way individuals and businesses interact? What benefits and challenges come with digital communication? (CO4)

**Q3.**

(2X10=20 Marks)

a. Describe the various formats of business letters, such as routine letters, sales promotion letters, bill collection letters, and disciplinary action letters. Highlight the key elements of each type and the appropriate situations for their use (CO5)



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b. Draft a formal letter to the customer service department of a mobile company, detailing a persistent issue with your mobile phone. Clearly describe the nature of the problem, any troubleshooting steps you have attempted, and how it has affected your usage. Request a prompt resolution, such as repair, replacement, or refund, and include relevant details like the purchase date, warranty information, and model number. (CO4)

c. Write a cover letter applying for the position of Finance Manager at ITC Co. Ltd., highlighting your qualifications, explaining your interest in the role, and detailing why you are an ideal fit for the company. (CO5)

(2X10=20 Marks)

Q4.

a. Demonstrate the process of writing a professional memo addressing an organizational issue and suggest solutions. (CO3)

b. Analyze the importance of using web-based communication in drafting business reports. What are the advantages and limitations of this approach? (CO4)

c. Evaluate the effectiveness of digital communication in enhancing internal organizational transparency and productivity. (CO5)

(20 Marks)

Q5.

a. Create a guideline for maintaining professional workplace hierarchy and suggest ways to make effective introductions in a business setting. (CO3)

b. Analyze the importance of using courteous language and phrases in workplace communication and its influence on professional relationships. (CO4)

c. Evaluate the role of professional attire in creating a positive and lasting impression in corporate environments. (CO5)