

Answer all questions. Each question carries equal mark.

1.	(a)	"Communication is the essence of life." Justify.	2
	(b)	Why is it essential to maintain a proper eye contact with the audience in oral communication?	2
	(c)	"Organizational norms and policies often act as barriers in communication." Elucidate.	2
2.	(a)	Differentiate between speaking impromptu and speaking extemporaneously.	2
	(b)	How does the voice and the words we use act as useful measures for effective speech?	2
	(c)	Discuss the stages of effective reading.	2
3.	(a)	Is it necessary to make communication audience-centered? Justify your answer.	2
	(b)	What demographic traits of the audience are to be analysed before launching a product in the market?	2
	(c)	What is situational audience analysis? Explain in detail, highlighting the relevant factors.	2
4.	(a)	What are the benefits of adopting ethical choices at workplace?	2
	(b)	Why does researching play a pivotal role at workplace? (Answer providing any 4 reasons).	2
	(c)	How do you define secondary sources in research writing and why is it used in research?	2
5.	(a)	What is goodwill? How does effective business correspondence foster goodwill?	2
	(b)	Discuss any 5 etiquettes to be followed for drafting an effective e-mail.	2
	(c)	You are a trainee engineer in ABC Pvt. Ltd. Draft an e-mail to the HR manager of your company, requesting to sanction your sick leave.	2
6.	(a)	Write the parts of a business letter in correct sequence.	2
	(b)	You are Kuntal/Khushi living at 112, Jagamohan Nagar, Bhubaneswar. The continuous leaking of drain pipes in your colony is causing diseases and health complications for the residents. Write a complaint letter to the Municipal Commissioner to take necessary actions regarding the same.	2
	(c)	Define the importance of an executive summary in a long report.	2
7.	(a)	What are Informative reports? Explain the purpose of an informative report and provide examples of topics that can be covered in such	2

		reports.	
	(b)	Discuss systematically how to write text for the web.	2
	(c)	Identify and explain the strategies to be adopted for a Credible Blog Posting.	2
8.	(a)	Explain the purpose of writing a cover letter with a CV.	2
	(b)	Discuss the advantages and disadvantages of functional CV.	2
	(c)	State the importance of career objective statement in a CV.	2
9.	(a)	"For an effective presentation, certain prerequisites must be adhered to." Identify such prerequisites and discuss their importance.	2
	(b)	Highlight the format to be adopted for an effective presentation.	2
	(c)	"Visuals can speak a ton more than a series of bullet points placed in the slides of a presentation." Justify the idea, defending with relevant examples.	2
10.	(a)	Define the characteristic features of empathetic people for a successful interpersonal relationship.	2
	(b)	"Possession of Interpersonal Skills, is a must for Engineers." Defend the statement.	2
	(c)	"Emotional Intelligence is about analysing and understanding human relationship." Explain.	2
		End of Questions	