

[No. of Printed Pages – 2]

BC302

Enrol. No. *.....*

END SEMESTER EXAMINATION : APRIL – MAY, 2018

SOCIAL COMMUNICATION

Time : 2 Hrs.

Maximum Marks : 60

Note: *Attempt questions from all sections as directed.*

SECTION – A (24 Marks)

Attempt any four questions out of five.

Each question carries 06 marks.

1. Is grapevine always harmful? Justify your answer.
2. Describe effective ways of building rapport.
3. Suggest different ways to handle professional social networking effectively.
4. Describe the theme of *The National Flag* by Jawahar Lal Nehru.
5. Discuss different cultural etiquette and protocols in any organization.

P.T.O.

SECTION – B (20 Marks)

Attempt any two questions out of three.

Each question carries 10 marks.

6. Write short notes on the following :
 - (a) Business Travel etiquette
 - (b) Business Card Etiquette
7. “Public relation is a strategic communication process that builds mutually beneficial relationship between organization and the public.” Discuss in detail.
8. Describe the importance of Effective Social Communication at Workplace.

SECTION – C (16 Marks)
(Compulsory)

9. (a) Describe the role and significance of cubical etiquette in any organization. (10)
- (b) The understanding of Social Communication makes a professional a very effective employee at Workplace. Explain the effective ways of workplace interpersonal communication. (6)