

(2½ 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:** 15
  - a. What are the different functions of communication?
  - b. What is horizontal, vertical and diagonal communication?
  - c. How do postures help you assess a person's confidence or diffidence?
  - d. List and explain the variables of National culture.
  - e. Discuss the negative effects that technology-oriented communication creates in business organization.
  - f. What are some basic traits which a global manager must possess to manage global organization?
  
2. **Attempt any three of the following:** 15
  - a. What are the different types of business messages?
  - b. Explain the factors for audience analysis.
  - c. Discuss with appropriate examples the essentials of winning proposals in business.
  - d. State advantages and disadvantages of electronic and video résumés.
  - e. State and explain the different categories of poor listeners.
  - f. How can one overcome stage fright during a presentation?
  
3. **Attempt any three of the following:** 15
  - a. What are the strategies required to hold effective meetings?
  - b. What is group discussion? State its benefits.
  - c. How important is audience awareness in team presentation?
  - d. 'Briefing and public speaking differ in their style of presentation'. - Justify
  - e. State the communication needs of any stakeholder.
  - f. What are the main contents of the minutes of a meeting?

**4. Attempt any three of the following:**

**15**

- a Write a short note on Crisis Communication.
- b What is AIDA model?
- c Discuss about the various approaches to negotiation.
- d State the five intercultural negotiation skills.
- e State the ethical dilemmas managers face in organizations.
- f List and explain the basic features of email etiquette.

**5. Attempt any three of the following:**

**15**

- a Explain the process of planning done in presentation.
- b Create a mind map for 'Vision 2050'.
- c Explain the importance of impress stage.
- d How to create outline for the presentation?
- e 'The effect of visual communication is similar to oral communication'-Justify
- f What is chunking theory?