

Instructions to Candidates:

1. Section A is compulsory
2. Attempt any FOUR Questions from Section B

SECTION A

Answer in 2-5 lines:

Q1. (10x2=20)

- a) What is Intrapersonal Communication ?
- b) What do understand by formal communication?
- c) How self development improves communication?
- d) What are the advantages of effective communication?
- e) How does grapevine operate in an organization?
- f) What are the advantages of e-mail?
- g) What do you understand by empathic listening?
- h) What is the difference between downward and upward communication?
- i) What do you understand by business report?
- j) What is the role of effective presentation skills in professional life?

SECTION B

Q2. Discuss in detail the principles of effective communication? (10)

Q3.What are the barriers to effective listening? How can listening be improved? (10)

Q4. Draft an impressive sales letter to promote a new mobile phone launched by your company. (10)

Q5. What do you understand by Memo? Draft a memo on behalf of the Managing Director to an employee asking explanation for absence from duty.(10)

Q6. Draft the text of a CV for the post of marketing executive in a firm. (10)

Q7. What do you understand by group discussion? What are the do's and don'ts of group discussion? (10)