

(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**

- What are the different functions of communication?
- What is horizontal, vertical and diagonal communication?
- How do postures help you assess a person's confidence or diffidence?
- List and explain the variables of National culture.
- Discuss the negative effects that technology-oriented communication creates in business organization.
- What are some basic traits which a global manager must possess to manage global organization?

2. Attempt any three of the following:**15**

- What are the different types of business messages?
- Explain the factors for audience analysis.
- Discuss with appropriate examples the essentials of winning proposals in business.
- State advantages and disadvantages of electronic and video résumés.
- State and explain the different categories of poor listeners.
- How can one overcome stage fright during a presentation?

3. Attempt any three of the following:**15**

- What are the strategies required to hold effective meetings?
- What is group discussion? State its benefits.
- How important is audience awareness in team presentation?
- 'Briefing and public speaking differ in their style of presentation'. - Justify
- State the communication needs of any stakeholder.
- 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?