



- (c) CC
- (d) Memo
- 1-d. A \_\_\_\_\_ is also known as a cover letter. (CO4) 1
- (a) sales Letter
- (b) Application Letter
- (c) Resume
- (d) None
- 1-e. Social media requires..... (CO5) 1
- (a) Internet
- (b) Nonverbal communication
- (c) Time and cost
- (d) None of above

**2. Attempt all parts:-**

- 2.a. Give some examples of color communication. (CO1) 2
- 2.b. Highlight the process of business communication. (CO2) 2
- 2.c. Write the salutation examples for business letter. (CO3) 2
- 2.d. Briefly explain 'presence of mind'. (CO4) 2
- 2.e. Explain various applications of press conference. (CO5) 2

**SECTION B**

**15**

**3. Answer any three of the following:-**

- 3-a. Explain 7 C's of Business Communication. (CO1) 5
- 3-b. "Verbal communication is impossible without nonverbal" .Do you agree with this statement? Justify your opinion. (CO2) 5
- 3.c. Define business report. Explain the limitations of a business report. (CO3) 5
- 3.d. Elucidate the impact of technological advancement on business communication networks. (CO4) 5
- 3.e. Describe objectives of a press release. Draft a press release. (CO5) 5

**SECTION C**

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**4. Answer any one of the following:-**

- 4-a. Draw and explain the flowchart of communication process. (CO1) 6
- 4-b. "Silence can indicate hostility" Explain this with relevant example. (CO1) 6

**5. Answer any one of the following:-**

- 5-a. Every product/brand have a tagline. Apart from the existing ones, create taglines of any 5 products of your choice. (CO2) 6
- 5-b. Design a sample hoarding for any product of your choice. (CO2) 6
- 6. Answer any one of the following:-**
- 6-a. Explain digrammatically the different forms of layout of business letters. (CO3) 6
- 6-b. State any 10 tips for making an effective presentation. (CO3) 6
- 7. Answer any one of the following:-**
- 7-a. "Craze for social media is growing at an exponential rate". State the reasons and ways to deal with the stated challenges. (CO4) 6
- 7-b. Explain the various types of of job interviews. (CO4) 6
- 8. Answer any one of the following:-**
- 8-a. Describe some tips for writing a press release. (CO5) 6
- 8-b. State the difference between conference, seminar, and workshop with the help of relevant examples. (CO5) 6

2022-23 Jan\_Jun