

- (c) Posture
(d) All of the above
- 1-d. _____ tells how our body communicates.(CO4) 1
- (a) Kinesics
(b) Proxemics
(c) Paralanguage
(d) Time language
- 1-e. Minutes of the meeting should be in form ofcommunication. (CO5) 1
- (a) Oral
(b) Written
(c) Non verbal
(d) None of above

2. Attempt all parts:-

- 2.a. Define Gestures.(CO1) 2
- 2.b. Explain effective listening.(CO2) 2
- 2.c. Define letter head. (CO3) 2
- 2.d. Describe the role of voice pitch in GD. (CO4) 2
- 2.e. Define meetings. (CO5) 2

SECTION B

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3. Answer any three of the following:-

- 3-a. Discuss five different ways to avoid semantic barriers. (CO1) 5
- 3-b. Elaborate five ideas to improve oral communication. (CO2) 5
- 3.c. Explain various mistakes one could commit during presentation. (CO3) 5
- 3.d. Elucidate the impact of technological advancement on business communication networks. (CO4) 5
- 3.e. Explain applications and scope of a business meeting. (CO5) 5

SECTION C

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4. Answer any one of the following:-

- 4-a. A proper communication structure can solve many problems. Comment. (CO1) 6
- 4-b. Draw and explain the flowchart of communication process. (CO1) 6

5. Answer any one of the following:-

- 5-a. Explain the importance of understanding of non-verbal language when dealing 6

with diverse workforce. (CO2)

5-b. Explain 3X3 Business writing Process. (CO2) 6

6. Answer any one of the following:-

6-a. Describe various techniques that can be used to overcome the flaws of presentation. (CO3) 6

6-b. Make two different forms of layout of business letters with all the details. (CO3) 6

7. Answer any one of the following:-

7-a. "Selection of employees is not possible without communication." Justify. (CO4) 6

7-b. COVID-19 has changed the functioning of organisations. Explain the impact of COVID-19 on business communication. (CO4) 6

8. Answer any one of the following:-

8-a. Describe some tips for writing a press release. (CO5) 6

8-b. Describe 10 golden rules of meetings. (CO5) 6

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