



- 1-d. The main objective of communication is..... (CO2) 1
- (a) information and persuasion.
  - (b) skill and personality development.
  - (c) control and management.
  - (d) Need
- 1-e. Oral communication ensures \_\_\_ and \_\_\_. (CO3) 1
- (a) fluency; speed
  - (b) adequate attention; immediate response
  - (c) speedy interaction; immediate response
  - (d) speed; attention
- 1-f. As a means of communication, e-mails have features of the immediacy of both \_\_\_ and \_\_\_. (CO3) 1
- (a) reading, receiving
  - (b) writing, sending
  - (c) calling, receiving
  - (d) receiving, sending
- 1-g. A resume needs conceptualization of your \_\_\_ and \_\_\_ all into one document. (CO4) 1
- (a) objectives, experiences
  - (b) projects, skills
  - (c) accomplishments, experiences
  - (d) skills, aims
- 1-h. The \_\_\_ of the correct channel depends on the situation under which the communication takes place. (CO4) 1
- (a) Choice
  - (b) Chance
  - (c) Change
  - (d) Channel
- 1-i. .... is the study of touches as non-verbal communication. (CO5) 1
- (a) Gestures
  - (b) Body Language
  - (c) Haptics
  - (d) Prosody

- 1-j. .... is the person who coordinates the group discussion. (CO5) 1
- (a) Moderator
  - (b) sender
  - (c) receiver
  - (d) Timekeeper

2. Attempt all parts:-

- 2.a. Define oral communication. (CO1) 2
- 2.b. Define body postures and gestures. (CO2) 2
- 2.c. Explain various advantages of business letters. (CO3) 2
- 2.d. Define personality. (CO4) 2
- 2.e. Describe minutes of the meeting. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

- 3-a. Explain the process of business communication. (CO1) 6
- 3-b. Describe formal communication and its disadvantages. (CO1) 6
- 3-c. Explain various qualities of a good speaker. (CO2) 6
- 3-d. Write the application of conversational control skills in business. (CO2) 6
- 3.e. Explain various layouts of Business Letters. (C03) 6
- 3.f. Mention advantages of group discussion. (CO4) 6
- 3.g. Describe various objectives of Business Meetings. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

- 4-a. Explain various kinds of communication on the basis of direction. (CO1) 10
- 4-b. Differentiate between formal and informal communication. (CO1) 10

5. Answer any one of the following:-

- 5-a. Explain the importance of body movements in communication. (CO2) 10
- 5-b. Define written communication. Explain the advantages and disadvantages of written communication. 10

6. Answer any one of the following:-

- 6-a. Describe the various kinds of business reports. (CO3) 10
- 6-b. Explain various mistakes one could commit during presentation. (CO3) 10

