

(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**.

Q.5 Refer communication skills for unit V questions(pdf)

1. Attempt any three of the following:

15

- a. List the seven C's needed for effective communication. Elaborate with examples any three C's.

Ans: Correctness, Clarity, Conciseness, Completeness, Consideration, Concreteness, Courtesy(1.5 marks)
Explanation of any three C's (3.5 marks)

- b. Discuss any three barriers that lead to communication breakdown in an organization.

Ans: Barriers that cause communication failure are Organizational structure, Difference in status, Lack of Trust, Closed Communication Climate, Incorrect choice of medium, Information overload, Message Complexity, Message Competition, Unethical Communication and Physical Distractions.

Explanation of any three 4.5 marks (1.5 marks each)

Writing correct barriers (1/2 mark) Refer page no. 26 onwards to page no. 31

- c. Explain the various stages incorporated for developing relationships through interpersonal communication. (Refer page no 23,24)

Ans: The act of developing relationships through interpersonal communication is carried out through various stages.

Stage1-Initiating,Stage2-Experimenting,Stage3-Strengthening,Stage4-Integrating,Stage5-Bonding(1 mark each with explanation)

- d. 'Gestures are observed actions'- Elaborate.(Refer page no 61)

Ans: 10 points to specify gestures are observed actions.(1/2 mark each point)

Ex. Wave of the hand have a specific and intentional meaning like hello or goodbye

- e. Discuss about different communication styles highlighting low and high context cultures.

Ans: Refer page no.89

Communication styles in one culture may differ from the other.

Interculturalists have identified 2 main distinctions-indirect/direct or high/low context(1 mark)

Explanation of high and low context cultures with examples (2 marks each culture)

- f. Elaborate on the merits of using technology in business communication.

Ans: Refer page no 122

Any five points 5 marks (each point 1 mark)

2 Attempt any three of the following:

a. Why is 'revising' considered as an essential step to preparing business messages?

Ans: Refer page no 147

Revising is the process of modifying a document to increase its effectiveness.(1 mark)
Ways of revising(4 marks)

b. State the factors used for audience analysis.

Ans: Refer page no 186

Factors-1. Background: knowledge, experience, training
2. Needs and Interests 3. Demographic characteristics 4. More than one audience
5. Wide variability in an audience. (5 factors) – 5 marks

c. Which format (chronological/functional/combo) of résumé is suitable for a fresh graduate and why? (Refer page no 232)

Ans: Functional format is the most suitable for a fresh graduate. (1 mark) Explanation(4 mark)

d. Explain any five variables that create barriers for effective listening.

Ans: Refer page no 270

Content, Speaker, Medium, Distractions, Mindset, Language, Listening speed and Feedback
(Explanation of any five variables-5 marks)

e. Distinguish between (i) clues and cues (ii) signs and signals

Ans: Refer page no 347,348

Three points in each. (2.5 marks each)

f. Imagine yourself as a manager of a multi-national company, about to interview a candidate .Apply the fundamental principles of Interviewing and frame five questions based on the principles, write the principle used and purpose of asking the question.

Ans: Refer page no 358

Framing five relevant questions (2.5 marks)

Principle used and purpose (2.5 marks)

3 Attempt any three of the following:

a. State the disadvantages of teleconferences.

Ans: Refer page no 398

Any five disadvantages (5 marks)

b. How is group discussion a better technique than interviews, for selecting a marketing post applicant?

Ans: Refer page no 410,428

c. Develop a template for a briefing on Rio Olympics.

Ans: Refer page no 444 for the template

d. How marketing communication works?

Ans: Refer page no 459,460

Making the first sales call, Selling when the sales representative is not there, Refuting claims, Presenting a message about a product, Arming the sales representative with supporting documentation , Keeping current customers satisfied .(5 marks)

e. Discuss briefly the preparatory steps involved in a team presentation

Ans: Refer page no 423,424,425,426

Brief explanation of the elements specified below:

Know the PAL, Choose a leader, Be a team, Synchronize visuals, Practise

- f. Explain the importance of minutes for a post-meeting review.
Ans: Refer page no 392 .5 points (5 marks)

4 Attempt *any three* of the following:

15

- a What are the various aspects of corporate communication?

Ans Refer page no 496 5 points (5 marks)

Positioning, Reputation Management, Employee Communication, Community relations and Media relations.

- b What is the difference between a basic and interactive communication model?

Ans Refer page no 515,516 .Diagram (2 marks)

Differences (3 marks)

- c Discuss the two types of organizational conflicts with suitable examples.

Ans Cognitive and Effective –Explanation 2.5 marks each (Refer page no 524)

- d Effective communication and ethical communication is the same thing –Justify.

Ans No, five reasons (5 marks)

- e Explain the ethical issues involved in business communication.

Ans Refer page no 558 (5 marks)

Honesty, Respect and Sensitivity to Cultural differences. (Listing and explaining)

- f Elaborate on effective usage of semicolon and colon in using the elements of standard English.

Ans Refer page no 606

Usage of semicolon (2.5 marks)

Usage of semicolon (2.5 marks)

5 Attempt *any three* of the following:

15

- a. What are the steps for executing the presentations?

- b. Create a mind map of Network connectivity.

- c. Explain the importance of impress stage.

- d. How to create an outline for the presentation?

- e. How is concept map different from mind map?

- f. ‘Practising the presentation process is a must’-Elucidate.
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