

Date: 22.11.2019

Time: (2½ Hours)

Total Marks: 75

- N.B.
- (1) All questions are compulsory.
  - (2) Figures to the right indicate marks for respective sub questions.
  - (3) Draw **neat labeled diagrams** wherever **necessary**.
  - (4) Symbols used have their usual meaning
  - (5) Draw the sketches and diagrams where necessary

Q.1) Attempt **any THREE** of the following. (15)

- a) List and explain with suitable diagram the components of process of communication.
- b) What different functions of communication?
- c) Elaborate on the merits of using technology in business communication?
- d) List and Explain positive impact of technology-enabled communication.
- e) Explain the importance of completeness and correctness in effective communication.
- f) What is Netiquette? List and explain six guidelines that must be followed when using Internet.

Q.2) Attempt **any THREE** of the following. (15)

- a) Explain the five main stages of writing business messages.
- b) What is listening? What are different types? Explain.
- c) State the factors used for audience analysis.
- d) State advantages and disadvantages of electronic and video resumes.
- e) What are the contents of the following components of the components of a business proposal:  
1. Executive Summary 2. Project Description
- f) Explain the two types of interviewing techniques used by companies.

Q.3) Attempt **any THREE** of the following. (15)

- a) What are the purpose of a conference? Explain the different points to be considered for effectively conducting a conference.
- b) List and Explain different formats of group discussion.
- c) How marketing communication works?
- d) What are the main Contents of the minutes of a meeting?
- e) State the communication need of any stakeholder.
- f) What is team briefing? How can it made effective?

Q.4) Attempt **any THREE** of the following. (15)

- a) What is AIDA model?
- b) What are various aspects of Corporate Communication?
- c) What are the different benefits of advertising?
- d) What are different referencing styles? Explain with examples.
- e) Explain the functions performed by comma.
- f) List and explain different ethical perspectives.

Q.5) Attempt **any THREE** of the following. (15)

- a) How is brainstorming done while planning the presentation? Explain.
- b) What is mind-map? How is it useful in presentation? Explain. What should be included in the conclusion of a presentation?
- c) Explain how graphics help in presentation.
- d) What are the steps for executing the presentations?
- e) Explain the process of planning done in presentation.
- f) How to create an outline of presentation?

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