

Q.1 Discuss and define the concept of Business Communication;
Also explain the need and importance of Corporate Communication
in present times.

(15 Marks)

OR

Q.1 Describe the Process of Communication Cycle and explain the role
of each Component with examples from the Corporate World.

(15 Marks)

Q.2 Discuss the merits and demerits of written Communication with
examples from business world.

(15 Marks)

OR

Q.2 Elaborate on various practical tips, one can use to present Oral
Communication in form of Speech, Presentations, Group
discussion and other Oral activities effectively in a
Corporate set - up.

(15 Marks)

Q.3 Explain the formal channels of Communication and discuss their
roles in Organizational Communication with Corporate examples

(15 Marks)

OR

Q.3 Discuss the major barriers to listening and explain them with
examples both from day - to - day life and from the business
world.

(15 Marks)

Q.4 Write Short notes on : (Any 3)

(15 Marks)

- i) Good Corporate Values
- ii) Group Communication
- iii) Paragraph Writing
- iv) Telephonic etiquettes.
- v) Content listening

OR

Q.4 Write Short notes on : (Any 3)

(15 Marks)

- i) Agenda
- ii) Grapevine Communication
- iii) Significance of Silence
- iv) Commercial English
- v) Case - study based Group discussion