

TIME : 2 Hrs

MARKS : 60

- Instructions:**
1. All questions are to be attempted.
 2. Figures towards right indicate full marks.

- Q.1 Write short notes on (Any 3 out of 5) (15)**
- a. Good Corporate Values.
 - b. Consensus.
 - c. Significance of silence.
 - d. Merits of downward communication.
 - e. Empathic listening.
- Q.2 A. State and explain in short channels of Corporate Communication. (7)**
- B. Explain the concept of meeting with special reference to electronic meetings. (8)**
- OR**
- Q.2 A. Discuss the importance of horizontal channel of communication in a Corporate Set up. (7)**
- B. Enumerate various practices involved in preparing for Group discussion sessions. (8)**
- Q.3 Describe the concept of Communication Cycle along with neat and labelled diagram of it, along with examples for each component. (15)**
- OR**
- Q.3 State both advantages and disadvantages of oral communication with business world examples. (15)**
- Q.4 A. Enumerate the characteristics of a good speech. (7)**
- B. Explain about the physiological and psychological barrier involved in listening. (8)**
- OR**
- Q.4 A. State the importance of Grapevine Communication in business world. (7)**
- B. Discuss the limitations of Written Communication. (8)**

