

## Section A

(12 marks)

**Choose the correct option:**

**1-The following is (are) non-verbal communication**

- a. Facial expression
- b. Appearance
- c. Posture
- d. All of the above

**2-The handshake that conveys confidence is**

- a. Limp
- b. Firm
- c. Loose
- d. Double

**3-Communication is the task of imparting \_\_\_\_\_**

- a. Training
- b. Information
- c. Knowledge
- d. Message

**4-The following is (are) the most effective ways of communication.**

- a. Verbal
- b. Non verbal
- c. Written
- d. All of the above

**5-The following is the permanent record for business communication**

- a. Business letters
- b. Ledgers
- c. Production reports
- d. All of the above

**6-Body of a letter is divided into \_\_\_\_\_ parts.**

- a. 1
- b. 2
- c. 3
- d. 4

**7 -Communication is the Exchange of**

- a. Facts
- b. Opinion
- c. Emotions
- d. All of the above



- s - The \_\_\_\_\_ body of the presentation should be broken into short and clear units
- a. Main
  - b. Middle
  - c. Upper
  - d. Lower

**Section B**

**Attempt any three questions**

**(18 marks)**

- Q.1. Define business communication and discuss its importance for global professionals.
- Q.2. How can a manager become an efficient communicator? How can he minimise communication barriers and strengthen working relationships with his team members in the organization?
- Q.3. "The face is the index of mind". Explain in reference with the six facial expressions.
- Q.4. What do you mean by IISS principle in written communication? Give an example highlighting its role in transmitting written message with ease and accuracy?
- Q.5. List briefly the characteristics of an effective report.
- Q.6. "People often seem to have more faith in non-verbal cues than in verbal – both spoken and written messages". Justify the statement.

**Section C**

**Attempt any two questions**

**(20 marks)**

- Q.1. How important is careful selection of medium in making or breaking the success of communication. Support your answer with suitable examples .Also define noise. How does it affect the efficacy of your communication?
- Q.2. What is the role of technology enabled communication in the 21<sup>st</sup> century organizations? Explain and substantiate your answer.
- Q.3. What is meant by "business formals" and "business casuals"? Enlist clothing items for men and women for both "business formals" and business casuals".