

The figures in the margin indicate full marks for the questions

1. Answer the following as directed : 1x4=4
- (a) The person who transmits the message in a communication is called \_\_\_\_\_.  
( Fill up the blank )
  - (b) What is a verbal communication?
  - (c) Write the full form of MLA style of citation.
  - (d) I agree with/to his proposal.  
( Choose the correct option )

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( Turn Over )

2. Answer the following questions : 2x3=6

- (a) What is upward communication?
- (b) sender → encoding → message → \_\_\_\_\_  
→ receiver → response → \_\_\_\_\_.  
( Fill up the blanks )
- (c) What is haptics?

3. Answer any two of the following questions : 5x2=10

- (a) "Too much of informal communication in work space may negatively impact productivity." Explain.
- (b) Discuss briefly the difference between a CV and a Bio-data.
- (c) Write the significance of non-verbal communication in public speaking.
- (d) You are a manager of a company. One of your employees is retiring today. You have to deliver a very small speech in the farewell meeting organized by the company to honour the dedicated service of the employee. Prepare a speech within two hundred words.

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( Continued )

4. Answer the following questions : 10x3=30

- (a) Discuss various types of communication.  
Or  
Analyze the importance of communication for the success of business ventures and companies.
- (b) What are the important aspects of an effective presentation? Discuss in detail.  
Or

You are the service manager of BETA automobile company. You need a skilled supervisor in your service centre. Write an official letter to the Director of the HR department of your company to appoint a supervisor in your service centre mentioning educational qualification and experience required for the post.

- (c) Do you think group discussion is an integral part of corporate communication? Discuss by highlighting the essential components of a group discussion.

Or

How do the rise of network communities and social media have changed the patterns of communication? Write a well reasoned answer.

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