

ROLL NO. _____

Internal Examination October : 2016-17

DATE : 30-09-2016

Semester - I

TIME : 12.30 to 2.00

Friday

COMMUNICATION IN BUSINESS Marks : 50

Q. 1 Explain the process of communication in detail. 15

OR

Discuss principles of effective communication in detail.

Q. 2 Attempt any three of the following : 15

- A. Mention the advantages of written communication and limitations of oral communication.
- B. Discuss Body language and Time & Space language in brief.
- C. Enlist and discuss the tips to face an interview.
- D. Explain any five objectives of communication in brief.

Q. 3 (A) Draft an application for the post of HR manager in a corporate house. 10

Q. 3 (B) Give the meanings of the following pairs of words : 10

- I. Tail/Tale
- II. Pail/Pale
- III. Allusion/Illusion
- IV. Slay/Sleigh
- V. Teem/Team
