
Answer any FIVE Questions One Question from Each Unit
All Questions Carry Equal Marks

UNIT-I

1. a Define communication. Outline the process of effective business communication. 6M
- b Illustrate different types of business communication with suitable examples. 6M

OR

2. a What are the various types of listening? Illustrate each with suitable examples. 6M
- b Describe the essentials of good listening with suitable examples. 6M

UNIT-II

3. a Compare and contrast formal and informal communication systems. 6M
- b Discuss the role of emotions in interpersonal communication within organizations. 6M

OR

4. a Elaborate on the Exchange Theory of interpersonal communication and its relevance to workplace relationships. 6M
- b What are the gateways for effective interpersonal communication? Explain each with examples. 6M

UNIT-III

5. a Discuss in detail the major components of non-verbal communication. 6M
- b Outline the concept of Paralanguage and explain its elements. 6M

OR

6. a Illustrate appropriate body language and mannerisms for job interviews. 6M
- b Elaborate business etiquette across different cultures with examples. 6M

UNIT-IV

7. a Explain the mechanics of writing in business communication and their importance. 6M
- b Describe the format of a business letter and explain its essential components. 6M

OR

8. a Outline the procedure for conducting and managing meetings effectively. 6M
- b Draft a resume suitable for an MBA student applying for a managerial trainee position. 6M

UNIT-V

9. a Define presentation skills and discuss the essential prerequisites for delivering an effective presentation. 6M
- b What is assertive behavior? Explain various strategies to develop assertiveness in the workplace. 6M

OR

10. a Explain the communication skills required to participate effectively in a group discussion. 6M
- b Describe the key techniques required to face an interview successfully. 6M

11 **Case Study** 15M

Ravi, a project coordinator at Tech Nova Solutions, sent an email to his team asking them to “finish the client report ASAP.” He also mentioned, “We cannot afford any more delays.”

While Ravi intended to emphasize urgency, his email appeared harsh to the team members. A few employees felt demotivated and complained to their manager that Ravi was being rude and disrespectful. When the manager intervened, Ravi explained that he didn't intend to sound impolite — he was simply trying to communicate the importance

of the deadline.

This incident created tension in the team and delayed the project further. The HR department later organized a short session on effective business communication and email etiquette for all employees.

Questions:

1. Identify the communication barriers in this case and explain how they affected the message.
2. Suggest strategies or principles of effective communication that could have prevented the misunderstanding.