

2017

Time : 3 hours

Full Marks : 100

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

*Answer any **five** questions.*

1. What do you understand by Communication ?
Explain the process of Communication and
provide a suitable diagram for it.
2. Write a note on the different channels of
Communication.
3. What are the 7 Cs of Communication ?
4. Distinguish between a memo and a circular. Give
suitable examples of each.
5. Discuss the various kinds of Barriers to
Communication.

6. Prepare a resume and a covering letter for an unsolicited opening in a prestigious MNC. Clearly mention your qualifications which would portray you as the most suitable candidate.
7. Your business partner has recently been nominated for Business person of the year 2017. Write a letter congratulating him/her on this achievement and also extend your best wishes for all future endeavours.
8. What are the different parts of a Report ? Briefly explain each part.
9. What is an Advertisement ? Discuss its salient features.
10. What are the characteristics of an oral presentation ?

