

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : CCC

Academic year: 2013 – 2014

Subject: Written and Oral Communication

Date: 18.12.2013

Term End Examination

Marks: 70

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Discuss in brief (Any 2 out of 4)

(Marks: 2X5=10)

- a) Pause Button
- b) Office memos
- c) Extemporaneous presentations
- d) Audio teleconferencing

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) RSS feed
- b) Active and Passive voice
- c) Intranet
- d) Investigation report
- e) E-commerce

Q.3) Answer any 3 out of 5

(Marks: 3X10=30)

- a) What are the steps to be undertaken for a smooth conduct of a meeting?
- b) Your friend wants to give a formal presentation. What guidelines would you offer in order to achieve success in the same?
- c) Listening skills are the most taken for granted skills. Discuss the critical thinking skills.
- d) What are the important facets of body language?
- e) Explain assertive communication. Enumerate its characteristics.

Q.4) Read the following Case Study and answer the following questions that follow: **(Marks : 20)**

A management student took a summer job in rural Maharashtra which involved interviewing farmers about water supply availability. The first few days he went to the field wearing a suit and tie. He also spoke fluent English using a lot of technical words. He got little co operation from the farmers. He decided to change his strategy. He began wearing kurta pajama and started speaking to the farmers in their native Marathi. He found that farmers were much more open in their communication.

Questions:

- a) Why do you think the farmers were un cooperative initially? What were the barriers? (Marks : 10)
- b) What does this tell you about effective communication? (Marks : 10)
