

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

Programme: CCC/CBM

Examination: December 2014

Subject: Business Communication and Etiquette

Date: 27.12.2014

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 new page.
2. Figures in bracket indicate full marks.

Q 1) Write short notes (Any 2 out of 4)

(Marks: 2x5=10)

- a) Measures to overcome barriers of Communication
- b) Focus Groups
- c) Patterns of Communication
- d) Modes of delivery in public speaking

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

(Marks: 2x5=10)

- a) Tools for Oral Communication
- b) Copyrights
- c) Types of Non-verbal Communication
- d) Memos
- e) AIDA

Q 3) Attempt any 3 out of 5

(Marks: 3x10=30)

- a) Write a note on Grapevine communication stating its advantages and disadvantages.
- b) What are the Seven Cs of communication?
- c) Describe the techniques to be adopted to improve public speaking?
- d) Elucidate some workplace habits that employees must strive to achieve?
- e) What are the characteristics of ethical communication?

Q 4) Attempt both the questions

(Marks: 2x10=20)

- a) What could be the advantages and disadvantages of using social media for Business?
- b) Poor PR can affect an organization's business thereby affecting its Brand Reputation. As a PR expert what communication mechanism would you adopt to ensure that the Brand is perceived well amongst the consumers?
