

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

Programme: CCC

Examination: December 2014
Subject: Written and Oral Communication
Date: 30.12.2014

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) Netiquette
- b) 7 Cs of Oral Communication
- c) P's Of Negotiation
- d) Exit Interview

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

(Marks: 2x5=10)

- a) Blogs
- b) Research or Academic Reports
- c) Press Release
- d) Teleconferencing
- e) Electronic Commerce

Q 3) Attempt any 3 out of 5

(Marks: 3x10=30)

- a) How do Visual Aids enhance the quality of presentation? What are the guidelines to be borne in mind to make effective utilization of Visual Aids?
- b) Define Passive communication. What are the characteristics of passive communication?
- c) How does body language play an important role in communication?
- d) What are the benefits of using internet as a communication tool?
- e) Elaborate on the ten commandments of effective listening.

Q 4) Attempt both the questions

(Marks: 2x10=20)

- a) Describe the traits of candidates that are evaluated by panelists in a group discussion giving suitable justification for each trait.
- b) Consider you have been asked to interview few students from St. Angelo Institute of Engineering as a part of the campus recruitment drive, to play the role of trainees in your organization. As an interviewer, what preparation do you need to undertake to make sure you select the right candidate for the designated role?