

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

Programme: CCC/CBM

Examination: June 2015

Subject: Business Communication and Etiquette

Date: 16.06.2015

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) Write short notes (Any 2 out of 4)

(Marks: 2X5=10)

- a) Distinction between Good & Bad Listeners
- b) Grapevine Communication
- c) Steps of Business Writing Process
- d) Email in Business Communication

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

(Marks: 2X5=10)

- a) Defamation
- b) Principles of Interpersonal Communication
- c) Advantages of Upward Communication
- d) Audience Analysis
- e) Characteristics of a Good Speech

Q.3) Answer any 3 out of 5

(Marks: 3X10=30)

- a) What is the purpose of administering a Survey & Interview? State the benefits & limitations of both.
- b) Which workplace habits do we need to imbibe in order to succeed in our careers?
- c) Describe in detail the factors affecting organizational ethics.
- d) Discuss the multifaceted use of technology in business communication

e) Enlist & explain the various modes of delivery in Public Speaking.

Q.4) Attempt both the questions:

(Marks : 2X10=20)

a) Your organization has launched a new product in the market viewing the trends and customer demands. What strategy would you employ to persuade your customers to sample your product?

b) Explain the type of business letter you frequently use in your day to day communication. Mention the strategies you adopt to achieve an effective business writing style.
