

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

Programme: CCC

Examination: June 2015  
Subject: Written and Oral Communication  
Date: 19.06.2015

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.

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

**(Marks: 2X5=10)**

- a) Subject Verb Agreement
- b) Essentials of a Commercial Letter
- c) Strategies to Overcome Stage Fear
- d) Telephone Etiquette

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

**(Marks: 2X5=10)**

- a) Critical Thinking Skills for Effective Listening
- b) Feedback Forms
- c) Structure of a Formal Report
- d) Principles of Negotiation
- e) Writing Notices & Agendas for Meetings

**Q.3) Answer any 3 out of 5**

**(Marks: 3X10=30)**

- a) What steps will you consciously take to develop an effective business writing style?
- b) Enlist the role of using internet as a communication medium by highlighting its benefits.
- c) Distinguish between Passive & Aggressive Communication. Mention scenarios where each style can prove to be effective.
- d) Discuss ways in which you can be tactful at your workplace.

e) Explain interrogative sentences with examples. How do you use interrogative sentences in business communication?

**Q.4) Attempt both the questions:**

**(Marks : 2X10=20)**

- a) State the significance of writing proposals in our day to day business context. Describe the process of proposal management in detail.
- b) What strategy do you adopt when you have to deliver a speech? How does Voice Dynamics & Self Presentation come in handy while public speaking?

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