

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

Programme: CCC

Examination: June 2015  
Subject: Written and Oral Communication  
Date: 05.07.2015

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) Press release
- b) Social media
- c) Memorandum
- d) SMS Texting

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

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

- a) Office memos
- b) Essentials of commercial letter
- c) 4Ps of Negotiation
- d) Pod cast
- e) E-commerce

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

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

- a) Challenges in using internet at means of communication
- b) What is oral communication? How can it be made effective?
- c) State the 10 expressions which can be portrayed through facial gestures.
- d) Elaborate the process of listening
- e) Purpose of meetings. How should one conduct them?

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

**(Marks 2x10=20)**

- a) Radha, your 15 year old neighbor seeks your advice for overcoming stage fear. What will you advise her?
- b) Nikhil is appearing for campus placement tomorrow. What guidelines should he keep in mind?

\*\*\*\*\*