

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

Programme: CCC/CBM

Examination: December 2015
Subject: Business Communication and Etiquette
Date: 12.12.2015

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) Benefits of Communication Audit
- b) Persuasive Request
- c) Causes for miscommunication
- d) Adapting to multiple readers

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

(Marks: 2X5=10)

- a) Benefits and Limitations of Surveys
- b) Making oral communication effective
- c) Public Relations
- d) Diagonal Communication
- e) Tips for reading body language

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What do you understand by a focus group? What do you need to bear in mind while conducting a focus group?
- b) Explain invasion of privacy, misrepresentation and fraud with examples.
- c) What is it that we need to ensure while making our requests clear and positive?
- d) What are the various formal and informal ways in which an organization communicates ethics?
- e) Why have emails emerged as the most preferred means of business communication in recent times? Elaborate with examples.

Q.4) Attempt both the questions.

(Marks 2x10=20)

- a) Speeches are given on various occasions in business. Explain the 3 vital purposes of public speaking with examples.
- b) Elucidate the various cultural aspects of communication with examples.