

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

Programme: CCC

Examination: December 2015
Subject: Written and Oral Communication
Date: 15.12.2015

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) Voice Dynamics
- b) Interrogative Senterices
- c) Modes of presentation
- d) Business Letters

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

(Marks: 2X5=10)

- a) Listening Skills
- b) Planning for report writing
- c) Assertive Communication
- d) Factors affecting negotiation
- e) Applications of internet in business

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What do you mean by dialogue skills? How do we build the foundation for a successful dialogue?
- b) Explain different types of interviews with appropriate examples.
- c) Explain the format of a press release with an example
- d) State the advantages and disadvantages of written communication.
- e) Describe present, past and future tense in its various forms.

Q.4) Attempt both the questions.

(Marks 2x10=20)

- a) Meetings play a substantial role in business communication. Elucidate. Enlist the purpose of meetings.
- b) How has social media impacted business? Explain the role of blogs, RSS feeds and podcasts.