

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

Programme: CCC/CBM

Examination: June 2016
Subject: Business Communication and Etiquette
Date: 11.06.2016

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) Relationship between verbal and nonverbal communication
- b) Four modes of delivery in public speaking
- c) Downward Communication
- d) Process of persuasion

Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)

- a) Purpose of public speaking
- b) Benefits and limitations of surveys
- c) Cultural Aspects of communication
- d) Factors affecting Organizational Ethics
- e) Distinction between good and bad listeners

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) Write ways to communicate with your directs, peers and boss.
- b) What are the four principles of interpersonal communication?
- c) What are the barriers to communication from the sender's end?
- d) Explain different ways of developing a paragraph with examples.
- e) What is grapevine communication and how can it be used for advantages at work?

Q.4) Attempt both the questions. (Marks 2x10=20)

- a) Audience is the most important element of business communication. What are some tips for audience analysis for reaching your audience effectively?
- b) What are some causes of miscommunication? What are some tips for reduce those miscommunications?
