

[illegible]

UNIT-II

11. What are different strategies to improve writing process? Discuss information gathering skills.
12. Discuss the role of listening in communication. Discuss components of making effective proposal via electronic media.

UNIT-III

13. Compare and contrast online oral presentation and written communication. Discuss the situations needing them.
14. Discuss in detail feedback systems and how they can be used to improve communications.

UNIT-IV

15. What is the basic structure of resume? What are broad guidelines for preparing for an interview?
16. What is difference between bio data, resume and a CV? Discuss the situations warranting them.

SECTION-C**17. CASE STUDY :**

In business a variety of interactions take place between sales staff and potential customers.

Questions :

- a) Draw a simple diagram to illustrate this communication process - referring to the actors when illustrating this diagram. (6)
- b) The senior member of the staff conducting the interview is an HOD. He is conducting a promotional interview with three staff members of his Department. He feels that you as a member of his department are performing poorly. What should be your attitude be towards the interviewee? (6)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.