

**Note:** Answer **all** the questions.

**SECTION – A**

**(10×2=20 Marks)**

1. Write short notes on :

- a) Business communication
- b) Grapevine
- c) Vertical communication
- d) Feed back
- e) Body language
- f) Organisational communication
- g) Persuasive speaking
- h) Verbal communication
- i) E-mail messages
- j) Business report.

**SECTION – B**

**(5×12=60 Marks)**

2. a) Explain the communication challenges of contemporary organisations.

OR

b) Explain the elements of good listening and improving listening competence.

3. a) Bring out the importance of non-verbal communication.

OR

b) Why is written communication indispensable to an organisation ? Explain.

4. a) Mention the essentials of preparing an effective presentation of speeches.

OR

b) Bring out the differences between oral and written communication.

5. a) Assume that you are HR manager of 100 crore software company in Bangalore.

Draft the letter appointing Sri Santhosh Kumar as a software engineer.

OR

b) What are the essentials of good report writing and explain the types of reports.

6. a) Discuss the frame work for managing investor relations.

OR

b) What is crisis communication ? Explain Do's and don't's in the wake of crisis.

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