

Question No.1

Define the following

1. Diagonal Communication
2. Inductive Approach
3. Verbal Communication
4. Filtering
5. Salutation
6. Formal Communication
7. Unsolicited application
8. Curriculum vitae
9. Cover letter
10. Urgency

Question No.2

(a) Define Communication. Discuss the process of communication with all its elements in detail.

OR

(b) Communication is the lifeblood of an organization. Justify this statement

Question No.3

(a) What are different types of Business Messages? Explain in detail.

OR

(b) What are the essential parts of a Business Letter? Explain with their appropriate placement in the letter.

Question No.4

(a) Define any five of the following Market Terms:

1. Bearish
2. Recession
3. Bull campaign
4. Speculation
5. Clogging
6. Deflation
7. Buoyance of the market

(b) Differentiate the following : (Any Four)

- i) Active Listening
- ii) The Impromptu Speech
- iii) Bio-data
- iv) Verbal Communication
- v) Gestures
- vi) Attentive Listening
- vii) The Manuscript Speech
- viii) Curriculum Vitae
- ix) Non-Verbal Communication
- x) Posture

Question No.5

(a) Write a report as the Human Resource Manager to inform about the Labor Issues and suggest some solutions.

OR

(b) Write down a Sales Letter introducing a new brand of shampoo, highlighting the following features:

- No hair fall formula
- Healthy hair
- Anti-dandruff