



UNIT-1

Q.1 Explain the different types of communication with relevant examples.

Q2 Explain the wheel of communication. Who are the internal stake holders in an organization?

Q3 Case Study:

Mr. and Mrs. Basu went to Woodlands apparel to buy a pullover. Mr. Basu did not read the price tag on the piece selected by him. At the counter, while making the payment, he asked for the price. Rs.950 was the answer. Meanwhile, Mrs. Basu who was still shopping came back and joined him. Looking the pullover tag, she pointed out that, there was a 25% discount on it. Mr. Basu was thrilled to hear that. "It means the price of this pullover is just Rs.712" said Mr. Basu. He decided to buy one more pullover in green colour. When he received the cash memo for payment, he was astonished to find that he had to pay Rs.1900 and not Rs.1424. Mr. Basu could hardly reconcile himself to the fact the counter person had quoted the discounted price which was Rs.950. The original price printed on the price tag was Rs.1266.

Answer the following question:

1. What should Mr. Basu have done to avoid the misunderstanding? How this communication gap occurred? Suggest a rectification.

Q4 What is interpersonal communication? How does effective communication impact motivational climate of an organization?

UNIT-2

Q1 The process of job hunting requires three steps; writing, sending a resume to the target company, participating in the group discussion and attending a personal interview? How would you prepare yourself foreach of these?

Q2 Write a formal report as a Marketing Manager to your company's Vice President of marketing for the reason you have investigated for the sudden fall in the demand for your product

Q3 You are a Project Manager for a team of 20 resources. Write an e-mail to your team, enquiring about the irregularity in submitting their weekly timesheets and stressing the importance for the same.

Q4 Draft a memo to the office staff emphasizing the need of observing punctuality and adhering to lunch hours

UNIT-3

Q1 What do you mean by proxemics? Explain the four distinct zones of physical space.

Q 2 What is audience analysis? How should a speaker handle question of the Audience?

Q3 What traits of candidates are evaluated by the panelists of a group discussion?

Elaborate your answer with examples.

Q4 There are numerous activities involved in preparing for a Public Speech. Enumerate those activities

UNIT-4

Q 1 What traits of candidates are evaluated by the panelists of a group discussion?

Elaborate your answer with examples.

Q2. Comment on the importance of body language for being successful at a Group Discussion.

Q3 What is the relevance of Meetings in a Business Organization? What is the difference between Conferences and Meetings?

Q4 What is the difference between a traditional interview question and a behavioral interview question?

UNIT-5

Q1 Write a press release announcing a seminar cum workshop being organized by your college and inviting participants

Q2 What is ethical dilemmas managers are facing

Q3 Write short notes on:

- (a) Cross Cultural communication
- (b) Crisis Communication
- (c) Ethics in Communication