

Q.2 Attempt Any Two	[10]
(a) What are the 'Seven C's of Effective Communication?	5 R 1
(b) A multinational team struggles with communication due to language barriers, varying cultural norms, and misinterpretation of non-verbal cues during meetings. This leads to confusion, delayed projects, and low team morale. The company needs to implement strategies to improve both verbal and non-verbal communication. Kindly justify the case.	5 U 1
(c) Discuss the barriers to effective communication.	5 A 1
Q.3 Attempt Any Two	[10]
(a) What techniques can be used to resolve communication barriers during meetings?	5 R 2
(b) How does group discussion help in making business decisions?	5 U 2
(c) In a team meeting, Anjali, a junior consultant, is distracted and does not actively listen to the senior consultant's project proposal. This causes her to miss crucial information, leading to confusion and frustration when she asks questions already answered earlier in the discussion. Kindly justify the case.	5 A 2
Q.4 Attempt Any Two	[10]
(a) How can barriers like language differences impact business communication?	5 R 1
(b) "Effective communication is the key to business success." Justify this statement.	5 U 1
(c) What is the role of emotional intelligence in interpersonal communication?	5 A 2

SECTION B

	Marks BL CO
Q.5 Multiple-Choice Questions	[05]
(a) Which of the following represents a barrier to effective communication?	1 U 3
(i) Active listening	(ii) Noise
(iii) Feedback	(iv) Clarity
(b) Non-verbal communication includes	1 R 3
(i) Memos	(ii) Tone of Voice
(iii) Business letters	(iv) Email Formatting

- (c) Which of the following is essential for a successful Group Discussion. 1 A 3
- (i) Interrupting frequently (ii) Dominating the discussion
- (iii) Logical reasoning and teamwork (iv) Speaking continuously without pause
- (d) The main purpose of a memo is to communicate. 1 R 3
- (i) Personal opinions (ii) Internal short messages
- (iii) Job complaints (iv) Press Releases
- (e) Which soft skill is most helpful for prioritizing tasks and meeting deadlines? 1 U 3
- (i) Empathy (ii) Creativity
- (iii) Time management (iv) Networking

- Q.6 Attempt Any Two** [10]
- (a) Explain the steps for a successful interview with suitable examples. 5 U 3
- (b) Discuss the importance of group discussion in professional communication. How can participants overcome common GD barriers? 5 A 3
- (c) Describe the various types of meetings used in business and explain participant responsibilities during a meeting. 5 U 3

- Q.7 Attempt Any Two** [10]
- (a) State the guideline for writing an effective email with example. 5 U 4
- (b) Discuss the role of verbal and non-verbal communication in building professional relationships. 5 A 4
- (c) Why transparency is necessary in business environment? 5 E 4

- Q.8 Attempt Any Two** [10]
- (a) Explain the essential components of a formal business letter. 5 U 4
- (b) Draft a memo to employees regarding “Submission of monthly performance reports”. 5 A 4
- (c) Discuss time management in relevance to soft skill needed for success. 5 U 3
