

APRIL 2022

76035/HBBXA

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in 50 words each.

1. Why is communication theory important?
2. Which is the most important tool of communication?
3. How is communication done?
4. How can communication skills be used in the workplace?
5. Why is a communication skill important for success?
6. Mention the four basic elements of communication.
7. Define 'modern communication media'.
8. What are the two types of media?
9. What is the importance of modern communication media?
10. What is Internal Correspondence?

I MA → Disciplinary - I English for Professional Communication

11. What is an example of correspondence?

12. Are phone calls correspondence?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. What are the functions of communication?

14. What are the effective speaking skills and strategies?

15. Write on the five components of data communication.

16. State the qualities of a good presenter.

17. State the characteristics of Media.

18. What are the modern modes of communication?

19. Write a letter of complaint to the showroom from where you purchased a TV. State the nature of defect.

PART C — ($4 \times 10 = 40$ marks)

Answer any FOUR questions in 500 words each

20. Elaborate on the theories of Communication.

21. Prepare a speech to be delivered in your office on the importance of communication.

22. What are some examples of effective listening techniques?

23. Prepare a telephonic conversation between two people on the various means of media used to pass-on messages.

24. Draft a letter to a book company ordering for some books and also the reply from the book company stating that some of the books are unavailable.

25. You have been working in a multi-national company for the past ten years. Since you have got an opportunity to go abroad, state the reasons why you wish to resign from the company.