

Subject : Communication & Personality Development

Day : Tuesday
Date : 13/12/2016



Time : 02.00 PM TO 05.00 PM
Max Marks : 80 Total Pages : 1

N.B.:

- 1) Attempt any **FIVE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Both the sections should be written in the **SAME** answer book.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** Define the term Communication. State the Principles of communication. (10)
- Q.2** Explain the different forms of Business Communications. (10)
- Q.3** Discuss with examples on the application of any two electronic media for effective communication. (10)
- Q.4** Define Attitude and comment how to change ones set attitude? (10)
- Q.5** Explain the techniques for managing time. (10)
- Q.6** What is negotiation? Explain the process of business negotiation with examples. (10)
- Q.7** Write short notes on any **TWO** of the following: (10)
- a) Johari Window
 - b) Leadership
 - c) Emotional Intelligence.

SECTION-II

- Q.8** As a HR Manager in a reputed company, you have observed that your employees are always working under undue stress. What measures will you adopt to make their work stress free? (15)
- Q.9** Explain the importance of cross cultural communication for achieving success in business. (15)
- Q.10** Explain the importance of Physical Appearance and Etiquettes for an effective communication. (15)

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