

Seat No. : \_\_\_\_\_

**AF-142**

**April-2015**

**M.Sc. (CA & IT), Sem.-IV**

**Integrated**

**Business Communication**

**Time : 2 Hours]**

**[Max. Marks : 50**

1. Answer the following :

(1) Discuss the formal and informal lines of organizational communication. **10**

**OR**

(a) What are the advantages and disadvantages of grapevine communication ? **5**

(b) Which are the major functions of communication in an organization ? **5**

2. Attempt any **two** : **10**

(1) “The use of internet should be with responsible behaviour” -Justify the statement.

(2) Give difference between – Instant messaging and E-mails.

(3) Discuss the various ways in which telephones can be used as a means of communication in organization.

3. Answer all of the following : **10**

(1) Define the concept of cross-cultural communication and Ethnocentrism.

(2) Discuss about different communication styles highlighting low/high context cultures.

4. Attempt all : **10**

(1) List down the essentials of business conversation.

(2) Give the functions of instructions.

(3) Discuss the types of audience in brief.

(4) Explain - task, phase and procedure with a help of example.

(5) Explain in one line - all the types of conversation.

5. Write a note on : Conference. **10**

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