

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

**AL-133**

**April-2023**

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

**Business Communication**

**Time : 2:30 Hours]**

**[Max. Marks : 50**

1. (a) Explain the diverse functions of communication, including its roles in conveying information, establishing relationships, expressing emotions and influencing attitudes as well as social behaviours. **6**
- (b) Write a brief note : (Any **one**) **4**
  - (i) Role of a Manager
  - (ii) Communication Networks
  - (iii) Strategies for Effective Internal communication
2. (a) Discuss in detail, the impact of technological advancements in communication tools, such as social media, instant messaging, and video conferencing on interpersonal communication, privacy and social dynamics. **6**
- (b) Write short notes : **4**
  - (i) Mobile/cellular phones
  - (ii) Web Conferencing
3. (a) Write a detailed note on how the factors such as language differences, cultural norms and values, stereotypes, nonverbal communication, and perceptual biases can hinder intercultural communication in professional communication environments. **6**
- (b) Write a brief note : (Any **one**) **4**
  - (i) Cultural variables
  - (ii) Ethnocentrism

4. (a) Discuss the importance of active listening, feedback, clarity and professionalism in business conversations. **5**
- (b) Elaborate on the key considerations for drafting the effective written instructions in a professional setting. **5**

**OR**

- (b) Discuss the importance of clarity, organization, formatting, language usage and audience analysis in creating instructions that are easy to understand and follow. **5**
5. (a) Write a detailed note on best practices for planning, conducting, and evaluating effective business meetings, including setting objectives, agenda preparation, participation, time management and follow-up actions. **6**
- (b) Write a brief note : (Any **one**) **4**
- (i) The concept of team-briefing
- (ii) Conducting a Conference
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