

IMBA (BI/IB/APR) Sem.-7 Examination

BM/IB/APR

MC

Time : 2-30 Hours]

December-2024

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Elucidate the idea of Proxemics. (14)

Q:2 In what ways can non-verbal communication enhance corporate communication? (14)

OR

Q:2 Provide a comprehensive understanding of the seven elements of communication in the context of business communication. (14)

Q:3 Differentiate between verbal and non-verbal communication in the context of business communication. (14)

OR

Q:3 Elucidate the notion of chronemics within the context of business communication. (14)

Q:4 Discuss the function of media in corporate communication. (14)

OR

Q:4 What is the significance of cultural characteristics in a global context? (14)

Q:5 Write short notes on the following: (14)

A. Spokes Person

B. Press Release
