

- 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** Discuss: (14)
A. Role of Spokesperson
B. Stages during formal meetings
- Q:2** How do you handle press conferences and press releases effectively? (14)
- OR**
- Q:2** Discuss the role of women according to the Media. (14)
- Q:3** What is a business proposal? Discuss its scope, problems and background strategies. (14)
- OR**
- Q:3** Write a letter to the editor to acknowledge the challenges faced by young entrepreneurs. (14)
- Q:4** How do you formulate good-policies for listening in a professional space? (14)
- OR**
- Q:4** Write and explain different forms of gestures. (14)
- Q:5** Explain the five planning steps of effective business communication. (14)
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