

- Q.1(a)** Explain the various functions of communication in an organization. How do these functions support effective management? **07**
- Q.1(b)** Explain the role of a manager in business communication. How does effective communication enhance managerial efficiency? **07**
- Q.2(a)** Discuss the positive and negative impacts of technology-enabled communication in modern business practices. Support your answer with examples. **07**
- Q.2(b)** What are the criteria for selecting appropriate communication technology in an organization? Explain with suitable examples. **07**
- Q.3(a)** Discuss the different types of business letters. How do they serve various business communication needs? **07**
- Q.3(b)** What are the 7 C's of business letter writing? Explain their significance with suitable examples. **07**
- Q.4(a)** What are the essentials of business conversation? How do non-verbal cues influence business communication? **07**
- Q.4(b)** Explain the characteristics of effective product instruction. **07**
- Q.5(a)** Discuss the sequential steps for conducting effective meetings in an organization. **07**
- Q.5(b)** Elucidate some specific techniques or practices that individuals can employ to achieve maximum effectiveness during web conferencing. **07**

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