

**IMSc (CA & IT) Sem.-4 Examination
Business Communication****Time : 2-00 Hours]****April-2025****[Max. Marks : 50**

Q1) Discuss the various functions of communication in an organization and explain the role of a manager in facilitating effective communication. (10)

Q2) Elaborate on the strategies for improving internal and organizational communication. How do communication networks impact business operations? (10)

OR

Q2) Explain the importance of graphics and formatting in written business instructions. How do these elements enhance clarity and effectiveness in communication? Support your answer with examples. (10)

Q3) Evaluate the positive and negative impacts of technology-enabled communication in modern businesses with suitable examples. (10)

OR

Q3) Suggest practical tips to enhance the effectiveness of technology-based communication in a business environment.(10)

Q4) What is cross-cultural communication? Discuss its importance and challenges with reference to ethnocentrism and cultural sensitivity. (10)

OR

Q4) Compare cross-cultural communication strategies in the context of India, US, UK, UAE, and Japan. (10)

Q5) Write a detailed note on the planning, conducting, and evaluating of business meetings. How does video conferencing help in modern team briefings? (10)

OR

Q5) Differentiate between oral and written instructions in business communication. Explain the role of non-verbal communication in business conversations. (10)
