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1905N543

Candidate's Seat No : _____

IMBA in AVT Sem.-2 Examination

IMBAAVT - 108

Communication Skills Part - II

May-2025

[Max. Marks : 70

Time : 2-30 Hours]

Instructions:

- 1. Figures to the right indicate Full Marks.**
- 2. Do not write anything on the question paper.**
- 3. Do not use scientific calculator.**

Q1. Differentiate between General and Professional Communication. Share where in real life situations it can be applied. **(14)**

Q2. What is a Paragraph? What is the structure of an Ideal Paragraph? **(14)**

OR

Explain the Flow of Communication in detail. State the flow with the help of a diagram.

Q3. Write short note on: Verbal Communication and its Forms **(14)**

OR

Write a short note on: Non-Verbal Communication and Its Forms

Q4. Explain in details how Communication is used in Marketing, Persuading, Raising Morale, Project Image and Getting Feedback. Share some examples supporting the answer **(14)**

(P.T.O)

N543-2

Q5. Write A Paragraph on the following topics. Choose any 2.

(14)

1. Importance of Character in Society
 2. Self Reliance as an Essential Life Skill
 3. Protect Nature and It will Protect you
 4. If I could travel the world
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