

Seat No. : _____

AL-126

April-2016

M.Sc., Sem.-IV (CA & IT)

Business Communication

Time : 2 Hours]

[Max. Marks : 50

Instruction : Be neat and legible.

1. Explain :
 - (a) “Communication serves four major functions in an Organization : information, control, motivation and emotional expression”. **5**
 - (b) Characteristics of effective Business Communication – A two way traffic. **5**
2. Answer any **two** : **10**
 - (1) Discuss the positive impact of technology enabled communication.
 - (2) What is conferencing ? Explain video conferencing.
 - (3) Explain the concept of instant messaging.
3. Define Cross-Cultural Communication. Why should the usage of slangs and idioms be avoided while talking to multicultural audience ? **10**

OR

Discuss the Cultural variables and Communication sensitivity at length.

4. (a) Distinguish between : **5**
 - (i) Clues and cues
 - (ii) Signs and signals
- (b) Write the techniques to manage an argumentative partner in your conversation. **5**
5. Write the process of meeting in detail and explain how it could be more effective. **10**

OR

Explain the types of Teleconference and state the disadvantages of Teleconferencing.

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