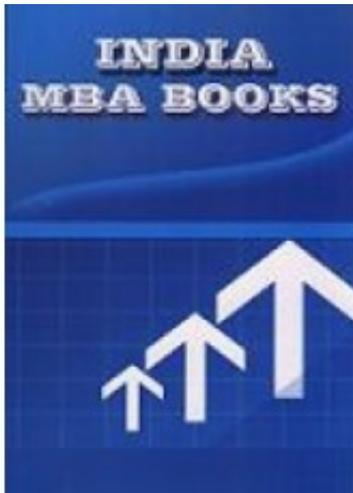


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External Marks: 80

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Instructions for External Examiner: The question paper shall be divided in two sections. **Section 'A'** shall

comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

Unit-I

Communication; meaning, objectives and role, myths and realities of communication, process of communication, level and types of communication, barriers to communication; Overcoming Communication Barriers, principles of effective communication ; Business communication- role , importance and types of business communication, Ethics in communication

Unit-II

Verbal communication: Oral Communication, Skills and effectiveness, noise, listening – listening process, types of listening, deterrents to listening process, essentials of good listening; spoken communication; telephonic communication, oral presentation , planning presentation, delivering presentation; Assertiveness –indicators of assertive behaviour

Unit-III

Written communication ; Techniques of business writing – Business correspondence – Report writing , business letter format, style of letter arrangement, types of letters, telex manages, facsimiles, Memos & agenda – Circulars & notices –Business proposals & report writing ,minutes; orders & replying to them, sales letters, Job applications & resume writing electronic mail; diary writing

Unit-IV

Non-verbal communication, body language, kinetics, proxemics, Para-language, gestures, handshakes, gazes, smiles, hand movements, voice modulations, Group Discussion & Interviews, Meetings, business etiquettes: business dining, business manners of people of different cultures; Visual communication - use of AVAs, Technology and communication - Communicating digitally - Fax, Electronic mail, Video conferencing.

Case discussion is compulsory at the end of every unit.

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