



13. What is an agenda?
14. What is meant by non verbal communication?
15. What do you know about linguistic barrier to communication?
16. What is a task group?
17. What is meta communication?
18. What is social networking?
19. Define communication.
20. What do you mean by a report?

**(8 × 2 = 16 Marks)**

### **PART C**

Answer any *six* questions. Each question carries 4 marks.

21. What are the merits and demerits of face to face communication?
22. Write about the importance of using visuals in a report.
23. Mention briefly the different types of business reports.
24. What is the importance of having a business language?
25. Give a detailed account on the steps in preparation of a report.
26. Discuss the 7 C's in communication.
27. Write about the strategic importance of e-communication.
28. Explain the objective and characteristics of oral presentation.

**(6 × 4 = 24 Marks)**

### **PART D**

Answer any *two* questions. Each question carries 15 marks.

29. Discuss in detail the barriers to communication and how it can be overcome.
30. Explain in detail the various types of Business letters.
31. "The advent of technology has redefined and redrawn the role of communication in the modern business world". Comment on this statement.

**(2 × 15 = 30 Marks)**

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