

Term End Examination – December, 2017
Program Title: Diploma in Management
Course Title: Business Communication and Soft Skills
Course Code: DIM-08
(Session 2016-17)

Time – 3 hours

Full Marks – 100

Answer any four questions from Group –‘A’, any two questions from Group –‘B’ and any three questions from Group –‘C’.

Group ‘A’
(Answer any 4 questions within 100 words)

Q. No. 1

Mark: 5x4=20

- (a) Define communication.
- (b) What do you mean by ‘body language’?
- (c) Explain the term ‘business etiquettes’.
- (d) What are the steps involved in the interview process?
- (e) What are the various types of communication?
- (f) What do you mean by soft skill?
- (g) Mention the prerequisites of effective communication system.

Group ‘B’
(Answer any 2 questions within 250 words)

Q. No. 2

Mark: 10x2=20

- (a) Explain the process of communication with the help of a diagram.
- (b) What is meant by an interview? Discuss the various objectives with which interviews are conducted.
- (c) Give examples of body language relating to gestures and facial expression.

Group ‘C’
(Answer any 3 questions within 500 words)

Mark: 20x3=60

Q. No. 3 What are the various barriers to effective communication? How can you overcome such barriers?

Q. No. 4 While making a presentation about your organisation to investors, what points will you consider and why?

Q. No. 5 Define interview. What steps are to be taken while you are preparing yourself for the interview process?

Q. No. 6 How is body language vital to a presenter? As a manager, what are the situations where you can make a presentation? Explain.

Q. No. 7 Explain why we need business etiquettes with suitable examples from business organisations.

Q. No. 8 How is Aristotle’s model of communication helpful in speech making in an organisation?
