

Term End Examination - June, 2017
Programme Title: Diploma in Management
Course Title: Business Communication and Soft Skills
Course Code: DIM-8
(Session 2016-17)

Time - 3 Hours
Full Mark - 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 four questions each within 100 words)

Mark: 5 X 4= 20

Q. No. 1

- (a) What is meant by visual communication?
- (b) Define ‘group discussion’.
- (c) Explain the importance of etiquettes.
- (d) What is the difference between lateral and diagonal communication?
- (e) Explain the difference between virtual and telephonic interview?
- (f) Mention the various elements in the process of Communication.
- (g) What is meant by a business presentation? Explain in brief.

Group ‘B’

(Answer any two questions each within 250 words)

Mark: 10 X 2= 20

Q. No. 2

- (a) Explain in detail the tips for cracking a Group Discussion.
- (b) Discuss the main barriers in a communication process or the reasons for communication breakdown.
- (c) Explain the important features of body language with suitable examples.
- (d) Discuss the dressing and grooming etiquettes for male and female employees.
- (e) Explain ten tips on writing a successful Curriculum Vita.

Group ‘C’

(Answer any three questions each within 500 words)

Mark: 20 X 3= 60

Q. No. 3 What are the types of interview? Explain the stages in an interview process.

Q. No. 4 Discuss ten examples of body language and also explain what each example communicates to others.

Q. No. 5 Explain the various ways of overcoming the barriers to effective communication.

Q. No. 6 Discuss the telephone etiquettes with its relative advantages and disadvantages.

Q. No. 7 Discuss the advantages and disadvantages of formal and informal communication.

Q. No. 8 What is a group discussion? Explain the characteristics of a successful GD and also discuss the types of GD.