



Time - 3 Hour

MM-70

The question paper contains one printed page.

Descriptive questions: Attempt any four (Maximum marks 14 for each)

1. Why you should overcome barriers in interpersonal communication. Explain how one can improve interpersonal communication skills.
2. Describe different types of organizational communication. Discuss importance of good organizational communication.
3. Define public speaking. Explain basic principles of public speaking.
4. Write a letter to CEO of another organization persuading to network with your organization.
5. Prepare a NEWS item for your organization.

Short questions: Attempt any two (Maximum marks 7 for each)

1. 22-minute meeting
2. Verbal and non-verbal communication
3. Types of small groups
4. Audience segmentation