



Time - 3 Hour

MM-70

The question paper contains one printed page.

Descriptive questions: Attempt any two – 2 x 20 = 40

1. Explain types and importance of organizational communication. What kind of boss subordinate relationship must be there in an organization.
OR
If you are supposed to coordinate a meeting, then what things will you keep in mind when you are planning a meeting and while conducting a meeting.
2. What is media advocacy, why it is required? Discuss principles of Advocacy.
OR
What is counselling? Explain the steps in counselling and the skills of a counsellor.
3. What are the essential elements of news writing. What is the difference between a NEWS and a Press release.

Short questions: Attempt any three – 3 x 10 = 30

1. Stages and barriers in listening process
2. Six thinking hats
3. Gather approach
4. P Process