

**Managerial Analysis and Communication****Term Examination****Time - 3 Hour****MM-70**

The question paper contains ONE printed page.

All questions carry equal marks; please attempt any 5 questions

- Q1. Write short notes on any two: (7+ 7)
- a.) Development Communication
 - b.) Diffusion Theory
 - c.) CNA
- Q2. Using appropriate examples, elaborate on the importance of verbal and non-verbal communication. (14)
- Q3. Write short notes on any two: (7+7)
- a.) Interpersonal Communication
 - b.) Development of IEC material
 - c.) Different channels of Communication
- Q4. Your organization has celebrated Women's Day on March 8 and also launched a campaign for "Balance for Better". Your management has asked you for conducting a press conference and also for press release. Please elaborate on the preparation you will do for conducting the press conference and also develop a press release (7+7)
- Q5. Write short Notes on any two: (7+7)
- Media Communication
- a.) One theory of Behaviour change
 - b.) Email Etiquette
- Q6. Please write a letter to inform all the agencies working on development Communication about a workshop on "Developing IEC material for rural population" with a request for attending it. (14)