

CC- 628 Managerial Analysis and Communication

Time - 3 Hour

Maximum Marks:50 (Pass Marks: 20)

This question paper contains 1 printed page.

Attempt any five questions of the following:

- Q1.What is Development Communication? Focusing on its journey, please elaborate on its importance. (10 marks)
- Q2.You are working in an organization with a focus on right to education. Please share the steps that you will use to develop an advocacy program for education. (10 marks)
- Q3.Star collaborative is seeking for the following position of Young Professionals responsible for carrying out community level activity for women empowerment in Bihar. Candidate must have basic management skills, know MS Office, excel spreadsheets and MS Word. Write a job application for the vacancy of Young Professionals to the manager Star collaborative. (10 marks)
- Q4.Draft an internal memo to your staff for disciplinary purposes, ask them to report to work on time, inform the office of any absenteeism, and include a doctor's letter for sick leave. You would like everybody in the office to observe professional discipline. (10 marks)
- Q5.Explain the different forms of noise or barriers that might impair communication while creating awareness about the different government schemes at a Health and Wellness Centre in a village. (10 marks)
- Q6.Why is it essential to properly interpret nonverbal communication by a development professional for vulnerable populations? (10 marks)
- Q7.What are the elements (12) of strategic Communication? Elaborate. (10 marks)
- Q8.Write short notes on any two of the following: (10 marks)
- a) IEC/BCC/SBCC
 - b) Community Participation
 - c) 7 Cs of Communication