
Instruction :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) What principles effective leaders need to follow, according to Stephen Covey? 5
 - b) How do the ego states cause communication breakdown in a transaction? 5
 - c) What strategies are to be adopted to overcome a bad-listening habit-faking attention? 5
 - d) What are the useful tips to manage conversation successfully? 5
 - e) What are the main visual cues used during communication? 5
2. Solve any **four** sub-questions.
 - a) How can a writer ensure a positive and reader-friendly tone? 5
 - b) What aspects should be kept in mind while using computer to prepare résumé? 5
 - c) What are the flaws that a good website designer should avoid? 5
 - d) What are the four panes of the window developed by Joseph Luft and Harry Ingham? 5
 - e) What are the barriers in effective communication? 5
3. Solve any **four** sub-questions.
 - a) What is mean by active listening? What are the secrets of active listening? 5
 - b) What is an unproductive conversation? How do unproductive conversations get created? 5

- c) What are the significant points to remember before using video in presentations. 5
- d) What are the three common general purposes behind writing? 5
- e) What are the important aspects of writing effective application letter? 5

4. Solve any **four** sub-questions.

- a) What are the principles of intercultural communication? 5
- b) What are the important skills a successful team member should have? 5
- c) What are the ways to improve accuracy in perception? 5
- d) What functions can visual aids perform in effective communication? 5
- e) What are the steps in preparation for job application? 5

