

SECTION-B

UNIT-I

- Q2 How punctuation can help in making written communication more understandable? Explain with example.
- Q3 What do you mean by Conjunction and Interjection? Also state various common errors of communication.

UNIT-II

- Q4 What do you mean by transformation of sentences? State the difference between Compound and Complex formation of sentences.
- Q5 a) Difference between Affirmative & Assertive sentences.
- b) Difference between Homonyms & Synonyms.

UNIT-III

- Q6 “*Communication in an organization is multidirectional*”. Discuss the statement. Briefly explain the types of channel of communication based on direction.
- Q7 What is Self-development? How self-development improve communication?

UNIT-IV

- Q8 What are circular letter? How are they different from office circular? Explain briefly the main objective of writing circular letter.
- Q9 a) Difference between Sales letter & Request letter.
- b) What do you mean by Business Etiquette?