

SECTION-B

2. Discuss the role of media in business communication.
3. Write a sales letter for a product.
4. How is dressing/manners important in business communication?
5. Elucidate the functions of communication.
6. Discuss the nature and need of negotiation.

SECTION-C

7. What do you understand by presentation? Discuss the elements required while designing one.
8. Discuss various communication models in business communication.
9. Throw light on :
 - i. Group and mass communication
 - ii. Verbal and non verbal communication

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.