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a product development project. Prepare a progress report for senior management highlighting the current status of the project, key accomplishments, pending tasks, and any roadblocks affecting deadlines. (9 × 2 = 18)

(100)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8597

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Unique Paper Code : 2414001201

Name of the Paper : Communication in Management

Name of the Course : **B.Tech (CSE/ ECE/ EE)**

Semester : II

Duration : 3 Hours

Maximum Marks :90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt **five** questions in all, including question no. 1 which is compulsory.
 3. **All** questions carry equal marks.
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- 1 (a) Explain the role of paralanguage in non-verbal communication.

(b) What is the role of a manager in an organization?

P.T.O.

- (c) What are the 7Cs of communication? (6×3 = 18)
2. (a) What are the common barriers to effective communication in the workplace? Suggest strategies to overcome them with suitable examples.
- (b) Differentiate between formal and informal channels of communication. Discuss their advantages and disadvantages in an organizational setup.
- (9 × 2 = 18)
3. (a) What are the key features of a good listener? How can one identify and analyze poor listening skills in a professional setting?
- (b) What are the stages of active listening? Explain the importance of silence and listening in communication.
- (9 × 2 = 18)
4. (a) What are the best practices for planning and conducting meetings to ensure they are efficient and goal-oriented?

- (b) Why is group decision-making the best way to make an organization work successfully?
- (9 × 2 = 18)
5. (a) You have been asked to make an oral presentation on "Nature and Types of Interviews". Prepare a suitable format of your presentation listing the points you would like to cover.
- (b) Explain the etiquette involved in talking on telephones and mobiles while conducting business.
- (9 × 2 = 18)
6. (a) You are Sumit/Sumita. As the Marketing Manager of a company launching a new product campaign, write a formal letter to a supplier placing an order for promotional materials such as brochures, banners, and business cards. Include the required quantity, design specifications, and delivery deadline.
- (b) You are Vishal/Vandana, a team leader overseeing