

Sl. No. 11725A

UPC: 2036000005

Name of the Paper: SEC: Personality Development and Communication (SOL)

Name of the Course: Skill Enhancement Course

Semester: I/III/V

Duration: 2 hours

Maximum marks: 80

Instructions for Candidates:

- a) a. Write your Roll No. on the top immediately on receipt of this question paper.
- b) b. **This question paper contains SIX questions. Candidates will attempt ANY FOUR questions.**
- c) c. All questions carry 20 marks each

- 1. What role do the nonverbal cues play to build rapport in a business setting? Elaborate with suitable examples.
- 2. Not everything is negotiable, do you agree or disagree? Explain two examples to illustrate your point.
- 3. Write a short note on any **four** of the following: (5x4)
 - (a) Audio-visual aids in presentation
 - (b) Intercultural communication
 - (c) Negotiation as a strategy
 - (d) Barriers of communication
 - (e) Memos and notices
- 4. Discuss three types of common office work related conflicts and how to cope with them.
- 5. Write a letter to an editor on the growing number of accidents in your city.
- 6. You are a marketing manager tasked with launching a new product in a competitive market. Discuss five innovative digital marketing strategies to create a strong online presence and attract customers.