

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 15043

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.

1. (a) Explain organizational barrier using examples.
(b) Explain the role of kinesics in non-verbal communication.
(c) Define feedback and explain its importance in the communication process.

(6 × 3 = 18)

2. (a) Distinguish between formal and informal channels of communication using examples.
(b) What is non-verbal communication? How can non-verbal cues be accurately interpreted in interpersonal communication?

(9 × 2 = 18)

3. (a) What are the stages of active listening? Explain the importance of silence and listening in communication.
- (b) What do you understand by poor listening? Discuss the causes and consequences of poor listening in personal and professional communication.
- (9 × 2 = 18)
4. (a) Explain the etiquette involved in talking on telephones and mobiles while conducting business.
- (b) What are the different ways of planning and structuring a presentation?
- (9 × 2 = 18)
5. (a) What are the different types of interviews that an organization holds? Elaborate on the types of interviewing questions which help the interviewer to evaluate candidates and determine their suitability for the job.
- (b) Explain the 7Cs of letter writing. How do they make letter writing effective? Explain using examples.
- (9 × 2 = 18)
6. (a) You are Anil/Asha. As a manager of a company, write an inquiry letter to a resort asking about arrangements for an annual employee retreat programme requesting information on their services, including venue availability, pricing, and additional support that will be required for the event.
- (b) You are Neha/Nikhil. As the manager of a retail store, write a letter to a wholesaler placing an order for electronic appliances. Mention model numbers, quantities, and expected delivery date.
- (9 × 2 = 18)

(100)