

- b) Write the difference between oral and written communication. 7
- Q- 3 Attempt all questions (14)**
- a) Discuss the various directions of communication. 7
- b) Explain the process of communication with diagram. 7
- Q- 4 Attempt all questions (14)**
- a) Elaborate how communication is done through signs and symbols. 7
- b) What is communication? Write the nature & scope of communication. 7
- Q-5 Attempt all questions (14)**
- a) Explain kinesics or body language. Discuss its various aspects. 7
- b) Make a comparative study of upward and downward communication 7
- Q- 6 Attempt all questions (14)**
- a) Write the characteristics of written communication. State its advantages and disadvantages. 7
- b) Write a detailed note on verbal communication. 7
- Q- 7 Attempt all questions (14)**
- a) You are the Dean of a large technical institute. To make your class rooms lecture delivery effective, write an enquiry letter about the newly launched LCD projector to P. S. Electronics Ltd. , New Delhi. 7
- b) Place an order in tabular form for Office-files, folders, and ball-pens (black, red) for your office purposes. 7
- Q- 8 Attempt all questions (14)**
- a) Write a sales letter to your customer arousing interest for the sunglasses having latest light sensing technology. 7
- b) Write a complain letter to Apex Mattresses Ltd , Jaipur for the reason that the delivered mattresses are badly soiled and faded and ask for an immediate replacement. 7

