



## Paper - II

**Note** : Answer **all** questions. All questions carry equal marks.

***OR***

(b) Principles of effective communication

( 2 )

**Unit-II**

2. Why is formal communication important ?  
Explain the merits and demerits of formal communication.

**OR**

Write short notes on the following :

- (a) Grapevine  
(b) Advantages and disadvantages of informal communication

**Unit-III**

3. What do you mean by listening skills ? Why is it important in communication ? Explain the important principles of effective listening.

**OR**

Point out the different non-verbal aspects of communication and explain their merits and demerits.

**Unit-IV**

4. Explain in detail the different types of letters and draft a sample letter for each.

**OR**

Discuss the successive stages of report writing. What precautions should be kept in mind while drafting a report ?

( 3 )

**Unit-V**

5. What do you mean by interview ? What are the skills required to be successful in business interview ?

***OR***

Write short notes on the following :

- (a) Presentation skills
  - (b) Resume components
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