

- 6. Mention the five key components of Shannon Weaver Model of Communication
- 7. Mention two objectives of Corporate Communication.

C. Answer any four (4) of the following. (5x4=20)

- 1. Discuss briefly on the various types of Communication.
- 2. Discuss the four concepts of David Berlo's SMCR Model along with the diagram.
- 3. Explain the 5 types of Audiences with examples.
- 4. What are the various features of Corporate Communication?
- 5. Mention the advantage and disadvantages of Grapevine Communication in brief.
- 6. Explain the 7C's of Communication as stated by Francis J Bergin.
- 7. Write a letter requesting Balaji Enterprise for a joint venture partnership to construct a shopping mall in Dimapur.

2025

(FYUGP)

(1st Semester)

SKILL ENHANCEMENT COURSE

Paper Code : SEC-1

(**Business Communication**)

Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

The figures in the margin indicate full marks for the questions.

A. Choose the correct answer. (½x15=7½)

- 1. Communication is an
 - a) Existing Phenomenon
 - b) Existing and avoidable Phenomenon
 - c) Avoidable Phenomenon
 - d) NOTA

- 2. Hostility and Prejudices is
 - a) Noise Communication
 - b) Physical Noise
 - c) Psychological Noise
 - d) All of the above

- 3. One way Communication is characterised by the
 - a) Absence of feedback
 - b) Active feedback
 - c) Oral Communication
 - d) Non verbal clues

