1. Answer any seven questions. Each question carries two marks. 
   (7x2=14)
   a) Give the meaning of Emotional Intelligence.
   b) State two benefits of grapevine communication.
   c) Differentiate between hearing and listening.
   d) What is Netiquette? Specify any one guideline that must be followed when using internet.
   e) What is Defamation?
   f) Specify four reasons for communication gap in organisation.
   g) Expand the following GPS, GSM, WLAN, CDMA.
   h) What is a Statutory Report?
   i) What is a Gesture? State two examples.
   j) Define Negotiation.

2. A majority of the books that you had ordered for your institution have been received in a damaged condition. Draft a suitable complaint letter to your supplier.

3. How is Group Discussion a better technique than interviews for selecting a Marketing Post Applicant?

4. Distinguish between:
   a) Oral and Written Communication
   b) Signs and Signals.
5. Why use of Font, Colour and Layout is important in the Presentation?

6. List the Seven C's needed for effective communication. Elaborate any two C's.

7. What are the causes for nervousness during Mass Communication? State any four strategies to overcome it.

SECTION – C

Answer any three questions. Each question carries twelve marks. (3×12=36)

8. Explain the Pros and Cons of using Technology in Business.

9. Write note on:
   a) Brain Storming technique of creativity
   b) Attribute listing technique of creativity.

10. Explain the sources of conflict in organisations. How it can be managed?

11. Explain the various barriers of oral communication.

12. Explain the characteristics of successful teams. State the advantages and disadvantages of teams.