

- Instructions:
1. All questions are compulsory.
 2. Figures to the right indicate maximum marks.
 3. Start each question on a fresh page.

QI Answer any 5 of the below questions:

- 8 marks each

1. Elaborate on the principles of effective communication as a Communicator and a receiver.
2. List down and explain ten ways one can handle public speaking apprehensions.
3. What are the points to keep in mind when writing the body of the letter?
4. On the day of the interview, what should the interviewee do to ensure he makes a good impression on the interviewers?
5. Using examples, elaborate on any 4 barriers of communication.
6. What are the 5 stages of listening and how are they to be used?
7. Are the use of Visual aids necessary in delivery of a speech or presentation? What are the different kinds of visual aids that can be used and for what purpose?
8. What are the do's and don't's to be kept in mind when answering questions at a job interview?

QII Short notes on any 3 of the following:

- 5 marks each

- a) Steps to be taken in preparation of a Speech or a Presentation
- b) Interviewee's behavior during the interview
- c) 3 Reading strategies and their purposes
- d) 4 hand or body gestures and their interpretation

QIII Answer any 1 of the following:

- 5 marks each

- a) Write an impressive and attention grabbing Job Application letter to a company named ABC Consultants, who have advertised on October 1, 2017 in the local newspaper for a vacancy of an Assistant Manager at their company.
- b) A customer has complained to your Bank about the problems he is facing with the loan facility offered by your bank. He complains of a faulty online netbanking system and his inability to make loan repayment online. He has complained twice before but the matter has not been resolved. As the Branch Manager, write an apology letter to the customer addressing his issues.