1. a) What are the barriers to effective communication?
   b) For the following tasks, identify the necessary direction of communication (downward, upward, horizontal), and suggest an appropriate type of communication (casual conversation, formal interview, meeting, workshop, web conference, instant messaging, memo, blog, notice board etc.).
      i) As human resources manager, you want to announce details about this year’s company policy.
      ii) As director of internal communication, you want to convince top management about the need for an upgrade of existing systems.
   c) Explain the role of body language in the success of an oral presentation.
   d) What is the importance of effective communication?
   e) What do the following pictures reveal about the body language?

   f) Discuss the benefits of networking. What does ‘friendliness’ in the workplace mean? How can you increase your friendliness quotient?
   g) One of the responsibilities of an interviewer is to put the interviewee at ease. Assume that you are an interviewer. Suggest any two ways through which you will put the interviewee at ease.

2. a) Read the story given below and fill in the blanks with appropriate verb forms.
   Once upon a time there ________ (live) a man called Damocles. A friend of his eventually ________ (become) the ruler of a small city. Damocles thought- ‘How lucky my friend ________ (be). He ________ (be) now a ruler. He must ________ (have) a great time. He ________ (have) fine clothes, lots of money and a number of servants. I wish I ________ (have) his luck.’ He ________ (decide) to visit his friend to enjoy his hospitality. When he ________ (reach) the palace, the king himself ________ (receive) him with respect and affection. Damocles then ________ (tell) the king that he ________ (be) indeed a lucky man.
   b) Why is face-to-face communication important?
   c) Assume that you are associated with an advertising company that has recently bagged a contract for Kerala Tourism. You have to give a presentation to a Minister on a television ad that you have created for them. What points will you keep in mind while preparing for the presentation? List down your points on the basis of opening and closing of your presentation, time of presentation, audio-visual aids, and any other point you deem fit.

Answer question 1 and any FOUR from questions 2 to 7.
Parts of the same question should be answered together and in the same sequence.
3. Suppose you have been invited to appear for an interview for the post of Assistant Marketing Executive in a relatively new company. Write down questions you may expect from your interviewers.

b) Write short notes on:
   i) White Paper
   ii) Documentary memo

c) Explain the role of the following in a good presentation:
   i) Size and Type of Fonts
   ii) Colour Scheme
   iii) Graphs and Charts
   iv) Pictures and videos

4. a) What is meant by (i) a closed question, and (ii) an open question? Give two examples of each of these types of questions.

b) For a proper communication, you are required to select appropriate word from the given homonyms and fill the blanks in the sentences given below:
   i) Everyone ________ Sunil accepted her apology. (Accept/except)
   ii) I ________ you to bring bottled water. (Advice/advise)
   iii) They offer many flavors ________ vanilla. (besides/beside)
   iv) They ________ Ashok as he has become senior manager in the company. (Complimented/ complemented)

c) The head of your organization is worried about the amount of time employees are spending during the tea break. Draft a memo to be signed by him to be circulated to all employees, asking them to be at their desk during duty hours.

5. a) Following sentences are having error(s) and you are required to correct the same:
   i) I like very much candy.
   ii) My flight departs in 8:00 am.
   iii) When I would arrive, I will text you.
   iv) I do not know nobody in this place

b) Fill in the blanks with one of the words from the following that suits most appropriately:
   Call it a day      Call for      Call the shots      Call it quits      Call his bluff      Call back
   i) I reckon we owe you about the same as you owe us. Why don’t we just ________?
   ii) We’ve been working on this for fourteen hours now. Isn’t it time we ________?

c) Write a letter to a customer apologizing for the delay in the shipment of a product and requesting an additional period of two weeks for delivery.

6. a) Distinguish between any two of the following:
   i) Grapevine and Rumor
   ii) Selective Listening and Emphatic Listening
   iii) Verbal and Non-Verbal Communication

b) Find the antonym of the words:
   i) Word
   ii) Treacherous
   iii) Notorious
   iv) Thrifty
   v) Transient

c) You are a Training & Placement Officer of a University. A 3rd Year B. Tech student needs to undergo a 6-week technical internship in an organization. For this, write an application to ABC Technologies, Noida recommending him for the same.
7.
   a) Find the synonym of the words
      i) Abhor
      ii) Conspicuous
      iii) Emancipation
      iv) Dexterity
   b) Name any two situations/cases where you would like to use brainstorming as an effective method of collecting necessary information.
   c) You are the Sales Manager of Fancy Gallery. You have observed that the sales of greeting cards have been declining for quite some time. Draft a letter-style report indicating the possible reasons for the decline in sales, and suggesting various ways to promote the sales of greeting cards.

(4+4+10)