SECTION A

ANSWER ALL THE QUESTIONS: (10*2=20)

1. what is upward communication.
2. What do you mean by appropriate?
3. Give any two important guidelines for replies to defective order.
4. State three Psychological barriers to effective communication.
5. what are reference initials.
6. How can an oral communication be made effective?
7. What is meant by rubber stamp opening paragraph?
8. Give any two important guidelines while drafting replies when substitutes are offered.
9. what is meant communication by silence.
10. What is the importance of the ‘you’ attitude in a business letter?

SECTION B

ANSWER ANY FIVE QUESTIONS: (5*8=40)

11. Expalin the following i) Bill of Lading
   ii) Bill of Exchange
12. A college organised a seminar on women rights. Prepare a suitable handoutout to be issued to the press.
13. Draft a circular letter announcing the admission of a partner of a firm?
14. Prepare a classified advertisement for the post of HR Manager in Wipro Technologies.
15. Describe the advantages of writing circular letters.
16. How is a press release different from an advertisement?
17. Differentiate between reference and testimonials.
18. How can committees improve the relations between the employees and employers?

SECTION C

ANSWER ANY TWO QUESTIONS (2*20=40)

20. Draft an address by the chairman of a company to be delivered on the occasion of the silver jubilee celebration of the company.

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