



**Q.1. Give short answers to the following questions. (6x5=30)**

- i. Write a brief note on Components of Communication.
- ii. Visual aids can reinforce and clarify key points in your presentation. Explain.
- iii. What is the importance of Culture in Non-verbal communication?
- iv. Write a short note on Principles of Communication.
- v. Audience Analysis is important for effective communication. Discuss.
- vi. What is the difference between Verbal and Non-verbal communication?

**Q.2. Answer the following questions. (3x10=30)**

i. Write a memo reminding employees of your business firm about a task that needs to be completed within next 48 hours.

ii. Write an Essay on any **ONE** of the following topics: (300 words)

- a. Unforgettable Day of your Life
- b. Covid-19 Pandemic and Online learning: Challenges and Opportunities
- c. Smartphone Addiction: Why do we love them so much?

iii. Your Facebook friend is visiting you only for one day. Where would you like to take him/her to show the rich cultural heritage of your city?

**OR**

Write a story including the phrase “Better late than never”.