

The Assam Royal Global University, Guwahati
Department of English, Royal School of Languages
CEN UG 3rd SEMESTER

Semester End Examination, December 2018
Course Title: Career Oriented Communication
Course Code: CEN982A301

Time: 90 min.

Maximum Marks: 30

Section-A

1. Attempt all questions. (Maximum word limit 50)

- a) What is matrix structure?
- b) Explain tech-enabled communication.
- c) What is diagonal flow of communication?
- d) Explain formal mode of communication.
- e) What do you mean by 'sell style' of communication?
- f) What is a wheel network?
- g) What is a notice?
- h) What is a CV?

2 x 8 = 16

Section - B

Answer the following questions:

2. (a) Briefly describe the flows of communication.
OR
(b) What is a letter of complaint? Give an example.
3. (a) Write a note on the networks of communication.
OR
(b) What is an office order? Give an example.
4. (a) Briefly describe the 'Management Communication Style'.
OR
(b) How do you plan a targeted resume?
5. (a) What do you mean by crisis communication?
OR
(b) How do you write a business letter?

3.5

3.5

3.5

3.5