

Full Marks: 40

20 Marks

1. Answer either A or B:

- A. Explain Verbal and Non-Verbal Communication. Write about their respective advantages and disadvantages.
- B. '7Cs are essential for making the communication effective and productive.' – Justify this statement by explaining the importance of each factor.

20 Marks

2. Answer either A or B:

- A. Draft an Office Memorandum/Office Order from the CEO to the Chief Human Resource Officer of Orion Pvt. Limited informing about an increase of 10 percent in the salary of all employees,
- B. What are the essential components of a Job Application Letter. Write a Job Application applying for the post of Sales Manager in any Company of your choice.

