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May 2026

B.Sc. (AM) - II SEMESTER

Effective Corporate Communication (AEC-103-V)

Time : 3 Hours]

[Maximum Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any **four** questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART–A

1. (a) Define the term Nominalization' in technical writing. (1.5)

   (b) What are the four elements of the SPSE structure? (1.5)

   (c) Briefly explain the purpose of 'Hedging' in corporate drafting. (1.5)

   (d) What is the primary difference between an Agenda and Minutes of the Meeting (MoM)? (1.5)

   (e) Identify one 'Figure of Speech' used to enhance a paragraph's impact. (1.5)

(f) Define Synopsis Writing in the context of a proposal. (1.5)

(g) What is an Expository Essay? (1.5)

(h) Mention two characteristics of a 'Good Paragraph'. (1.5)

(i) What does the 'I' and 'M' stand for in the IMRD report structure? (1.5)

(j) Correct the following sentence for subject-verb agreement: "The list of items are on the desk". (1.5)

PART–B

2. (a) Explain the SPSE structure and its importance in identifying corporate challenges. (10)

(b) Explain the use of Idioms and Proverbs in making corporate communication more effective. (5)

3. (a) Differentiate between Comparison and Contrast as a method of developing ideas in technical writing. (5)

(b) You are the Purchase Manager of a firm. Draft a Business Letter to a supplier placing an order for office stationery. (10)

4. Write an essay on any **one** of the following: (15)

1. The Role of Non-Verbal Communication in Multi-National Negotiations.
2. A Narrative Account of Overcoming a Major Communication Breakdown in a Team Project.

3. Describe the Ideal Sustainable Workspace of the 21st Century.

5. (a) Explain the Case Study Method as a tool for corporate learning and communication. (5)

(b) Elaborate on the Structure of a Long Report. How does it differ from a short memo? (10)

6. (a) What are the key stages in Drafting a Proposal? Explain the transition from an essay to a formal proposal. (10)

(b) Define the IMRD structure. Why is it preferred for scientific and technical reporting? (5)

7. (a) Discuss the Characteristics of a Good Paragraph, focusing on unity and coherence. (7.5)

(b) Draft a sample Memo informing employees about a change in the company's remote work policy. (7.5)
