

**MANIPAL UNIVERSITY****SECOND SEMESTER B. DES. (ID) DEGREE EXAMINATION – MAY 2016****SUBJECT: BID 112 – DESIGN COMMUNICATION SKILLS  
(2015 SCHEME)**

Saturday, May 21, 2016

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE of the following.  
✍ Illustrate with neat sketches and examples wherever required.

1. Identify various elements involved in the process of communication. Explain their importance.  
(6+4 = 10 marks)
2. Write briefly about 7C's of effective communication.  
(10 marks)
3. Write an email to your manager where you summarise some market research giving the main differences between your company and a competitor. Letter shall contain: Product range; Product quality; price; ability to customize the services; advertising content.  
(10 marks)
4. Write a polite first reminder to a company that owes you a lot of money. Situation shall include:  
Your company's services offer, services offered to that company, who in their company you are going to write, how much do they own, when was it due and what is your action plan.  
(10 marks)
5. What is self esteem? Why is it important while building your personality?  
(4+6 = 10 marks)
6. Write short notes on:  
6A. Gesturers  
6B. Postures  
(5+5 = 10 marks)

