

SECTION – II

Q. 4. Case Study

(15)

A French executive frequently had to give presentations to senior executives in his company.

Problem: His English was excellent, but because of his heavy French accent, he was often misunderstood. He used gestures that made him look wildly excited and distracted listeners from what he was saying. Furthermore, his presentations had many busy tables, and his messages were confusing and unclear resulting in twelve to eighteen bullet points per slide instead of the six to eight that people can absorb. He relied on his PowerPoint to do the presentation for him instead of speaking freely and persuasively.

Give your solution.

Q. 5. Answer the following:

(10)

- a) Describe the types of Non-verbal communication.

OR

- b) State the barriers and breakdowns in the process of communication.
