

SECTION B

2. Explain the basic forms of communication. Which do you think is more important? Explain.
3. What is a communication structure? Why is it needed? Explain its effectiveness.
4. How do we improve our PR skills? Do attitudes play a role in this? Explain.
5. Is grapevine bad for the organization? How can the management use it to its advantage?
6. Why is cross-cultural etiquette important? Explain business to business etiquette.
7. How is a sales presentation designed? How is it different from other presentations?