

ASSESSMENT**Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. What is the difference between listening and hearing?
- II. What are demonstration cues?
- III. Describe the qualities of a good voice.
- IV. What is the relationship between non-verbal messages and oral communication?
- V. Give at least five examples of customer-focused questions.

Q: 2: What is the difference between open and closed questions? Explain, using examples. (7)**Q: 3:** What is a professional handshake? Describe the factors that determine the message communicated by a handshake. (8)