

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

- i. Describe some communication barriers.
- ii. How are words the building blocks for good communication?
- iii. How does one develop confidence for better communication?

Q: 2: Describe some elements that should be part of an effective draft. (7)**Q: 3: What does SWOT stand for? Discuss SWOT Analysis in detail. (8)**