

Enrollment No.....



**Faculty of Management Studies
End Sem Examination Dec 2024
MS5SE08 Business Communication**

Programme: MBA Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

		Marks	BL	PO	CO	PSO
Q.1	i.	If someone finds it difficult to understand communication of others due to language is called _____.	1	1	7	1
		(a) Semantic barrier (b) Psychological barrier (c) Economic status barrier (d) Gender barrier				
ii.		The message may be misinterpreted because of-	1	1	7	1
		(a) Distortion (b) Distraction (c) Noise (d) All of these				
iii.		In SQ3Rs technique S stands for-	1	1	7	2
		(a) Security (b) Synthesis (c) Survey (d) All of these				
iv.		Manipulating the sentence which you listened is _____.	1	3	7	2
		(a) Superficial listening (b) Appreciative listening (c) Focused listening (d) Diplomatic listening				
v.		Which of these is not there in successful group discussion?	1	2	7	3
		(a) Appropriate body language (b) Derogative remark (c) Meaningful interaction (d) Communication techniques				

Marking Scheme
MS5SE08- Business Communication

Q.1	i) a) Semantic barrier	1	OR	ii. “Group discussion is to judge some qualities of the participants to recruit them for a company” What are these qualities? Elaborate. . (in 200 to 250 words)	6
	ii) d)All of these	1		iii. What is the importance of the Audience research in Oral presentation? Give in detail the study points of audience research. (in 200 to 250 words)	6
	iii) c) Survey	1			
	iv) d) Diplomatic Listening	1			
	v) b) Derogative remark	1			
	vi) a) true in context with oral presentation	1			
	vii) b) Latin	1			
	viii) a) Sales letter	1			
	ix) d) Yours Truly	1			
	x) b) One to five pages	1			
Q.2	i. What is the meaning and importance of Communication in personal and professional life? (in 75 to 100 words)	2	Q.5	i. Which are the points should be taken care and mentioned clearly while writing an Adjustment letter? (150 words)	4
	ii. What is the role of Feedback in Communication? (in 100 to 150 words)	3		ii. Write a job application with structured resume for the post of Senior manager in a reputed organisation? Invent details. (in 150 words)	6
	iii. What are the merits and demerits of Oral and written Communication? (in 150 to 200 words)	5	OR	iii. Describe different elements in detail of a business letter. (in 150 words)	6
OR	iv. “To have lucid communication seven Cs must be followed.” What are the 7 Cs of Communication? Describe. (in 150 to 200 words)	5	Q.6	i. What are the features and importance of Report Writing?	5
Q.3	i. How SQ3Rs technique helps in reading? What are the benefits of improved Reading Skills? (in 100 to 150 words)	4		ii. Mention Four types of Reports with details about them	5
	ii. What are the barriers in Listening? Describe in detail. (in 200 to 250 words)	6		iii. Differentiate among Abstracts, Summary and Synopsis.	5
OR	iii. Describe the difference between Listening and Hearing. What are the different types of Listening? Give in detail any six. (in 200 to 250 words)	6		*****	
Q.4	i. What is the role of Non-verbal Communication in Interview? Mention some gestures and postures to be maintained while appearing in an interview(in 100 to 150 words)	4			