

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

MS3SE07 Business Communication -III

Programme: BBA

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.

- Q.1 i. What are the base word and the suffix for the word REMARKABLE? 1
(a) Remarkab and -le (b) Remarka and -ble
(c) Remark and -able (d) Remarke and -able
- ii. The prefix IL- means not, so if you do something that is ILLEGAL, 1
you-
(a) Break the law (b) Follow the law
(c) Make a new law (d) Throw out the law
- iii. Before a speech, when you picture yourself giving the presentation, 1
you should imagine all of the elements below EXCEPT-
(a) Effective delivery
(b) Nervousness
(c) The possibility of failure
(d) Success
- iv. One of the major consequences of high self - esteem is- 1
(a) Increased absenteeism
(b) Decreased complaints from unionized workers
(c) Increased worker involvement on teams
(d) Good mental health
- v. A summary of your educational and academic backgrounds as well as 1
teaching and research experience, publications, presentations, awards,
honours and affiliations-
(a) Bio data (b) Curriculum vitae
(c) Application letter (d) Hand-outs

P.T.O.


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- vi. Which word or phrase on the business letter tells the mail clerk to deliver the letter to the recipient unopened? **1**
 (a) For the attention of
 (b) Courtesy copy
 (c) Subject
 (d) Confidential
- vii. In PowerPoint which feature user to apply motion effects to different objects of a slide is- **1**
 (a) Slide transition
 (b) Slide design
 (c) Animation
 (d) Object animation scheme
- viii. One trait that dominates a personality so much that it influences nearly everything a person does is a- **1**
 (a) Global trait (b) Cardinal trait
 (c) Specific trait (d) Secondary trait
- ix. Emotional intelligence is different from other intelligences in that _____. **1**
 (a) It is a set of skills
 (b) It can be measured using tests easily
 (c) The focus is on emotional reasoning, ability and knowledge
 (d) It is a new type of intelligence
- x. Conflict is _____. **1**
 (a) An unavoidable fact of life
 (b) Sometimes constructive
 (c) Destructive force in relationships if continually avoided
 (d) All of these
- Q.2 i. I. What is the meaning of the idiomatic phrase - "Beat around the bush"? **2**
 II. Once in a blue moon: use the given idiomatic phrase in your own sentence.
- ii. Write two words with each root: **3**
 (a) Root (b) Anti (c) Nano
- iii. Suggest some smart way to build a good vocabulary. **3**

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- OR iv. Give one Synonyms and one Antonyms for the following words: **5**
 (a) Spendthrift (b) Obsolete (c) Precise
 (d) Adverse (e) Seldom
- Q.3 i. What is the difference between self-esteem and self-confidence? **2**
 ii. Explain the concept of emotional intelligence and briefly discuss the four areas of emotional intelligence as identified by Mayer and Salovey. **8**
- OR iii. Define the acronym SWOT. How does it help an individual to evaluate and understand better? **8**
- Q.4 i. Briefly state the layout of an effective resume. **3**
 ii. Draft an email message by using given keywords. (Words Limit: 125 to 150) **7**
 As your company is doing good business and expanding, your company is relocating its office to a new address.
 Outline: growing business - increase in customers - team size -better facilities- bigger office space - better customer service - near outer ring road - shifting - January 21 - change in telephone number - new address is provided below - fourth floor - Cesina Business Park, New Delhi.
- OR iii. Explain the importance of 7 C's in business correspondence while drafting and organizing the contents of a letter. **7**
- Q.5 i. State some of the significant elements of designing PowerPoint Presentation. **4**
 ii. Why is it important to prepare for an interview? State a few things the best interviewees must do before any interview to maximize results. **6**
- OR iii. Explain the importance of group discussion in the selection process. **6**
- Q.6 Write a short note on any two: **5**
 i. Attitude building **5**
 ii. Conflict resolving **5**
 iii. Leadership qualities **5**

Scheme of Marking

 <p style="text-align: center;">Faculty of Management Studies End Sem (Odd) Examination Dec-2020 Business Communication -III (T) - MS3SE07 (T)</p>	<p>Programme: BBA</p>	<p>Branch/Specialisation:</p>

Q.1	i.	What are the base word and the suffix for the word REMARKABLE? (c) remark and -able	1
	ii.	The prefix IL- means not, so if you do something that is ILLEGAL, you: (a) break the law	1
	iii.	Before a speech, when you picture yourself giving the presentation, you should imagine all of the elements below EXCEPT: (c) the possibility of failure	1
	iv.	One of the major consequences of high self - esteem is - (d) good mental health	1
	v.	A summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honours and affiliations. (b) curriculum vitae	1
	vi.	Which word or phrase on the business letter tells the mail clerk to deliver the letter to the recipient unopened? (a) for the attention of	1
	vii.	PowerPoint which feature user to apply motion effects to different objects of a slide is: (d) object animation scheme	1
	viii.	One trait that dominates a personality so much that it influences nearly everything a person does is a: (b) cardinal trait	1
	ix.	Emotional intelligence is different from other intelligences in that ____ (c) the focus is on emotional reasoning, ability and knowledge	1
	x.	Conflict is ____ (d) all of the above	1
Q.2	i.	1. Avoiding the main topic. Not speaking directly about the issue/ subject/topic	2

		1. Beat around the bush : not answering to the point 2. - Once in a blue moon I go to the cinema -The earthquake hits once in a blue moon in this part of the earth																			
	ii.	Write two words with each root: 1 mark for each (a) Root (b) Anti (c) Nano	3																		
	iii.	Suggest some smart way to build a good vocabulary. Any five tips discriptively	5																		
OR	iv	Match the Antonyms from the correct words given in bracket. (1x5=5) <table><tr><td></td><td>Antonyms</td><td>synonyms</td></tr><tr><td>spendthrift</td><td>miser</td><td>Extravagant</td></tr><tr><td>obsolete</td><td>current</td><td>Outdated</td></tr><tr><td>precise</td><td>Inaccurate</td><td>Accurate</td></tr><tr><td>adverse</td><td>Prosper</td><td>Critical</td></tr><tr><td>seldom</td><td>Easily, often</td><td>Rare, hardly</td></tr></table>		Antonyms	synonyms	spendthrift	miser	Extravagant	obsolete	current	Outdated	precise	Inaccurate	Accurate	adverse	Prosper	Critical	seldom	Easily, often	Rare, hardly	5
	Antonyms	synonyms																			
spendthrift	miser	Extravagant																			
obsolete	current	Outdated																			
precise	Inaccurate	Accurate																			
adverse	Prosper	Critical																			
seldom	Easily, often	Rare, hardly																			
Q.3	i.	Definition of self-esteem and self-confidence – (1 x 2=2)	2																		
	ii.	-Explanation of the concept of EQ – (3 marks) -Explanation of 4 areas of EQ as identified by Mayer and Salovey (5 marks) <ul style="list-style-type: none">• Identifying emotions. The ability to recognize one's own feelings and the feelings of those around them.• Using emotions. The ability to access an emotion and reason with it (use it to assist thought and decisions).• Understanding emotions. Emotional knowledge; the ability to identify and comprehend what Mayer and Salovey term "emotional chains"—the transition of one emotion to another.• Managing emotions. The ability to self-regulate emotions and manage them in other	8																		
OR	iii.	- Explaining what SWOT stands for (2 marks) - Each key point with explanation 1 mark each (6 marks) Some of the most common benefits are mentioned below: <ul style="list-style-type: none">• Helps to develops strategies to attain your goals• Shows where you currently stand on the path of success• Measures your scopes of reaching desired goals• Boosts your career, life and personality• Helps to better understand who you really are as a person• Maximizes your strengths and diminishes your weaknesses• Explores and also enhances your soft skills and hard skills• It helps you understand your preferences and personality traits.	8																		

		<ul style="list-style-type: none"> Focuses on your attitudes, abilities, skills, capabilities and capacities 	
Q.4	i.	Layout having minimum 6 points; each point - ½ mark each – (0.5 x 6=3)	3
	ii.	Subject matter, grammatical accuracy, completeness in message salutation & close (2+2+2+1 =7) Dear All We are happy to announce that we are moving out to much spacious office from January 21 onwards. It is a great sign of our ever growing business & our increasing clients. Hence, for a better productivity results, our management has taken a decision of increasing the team size & allocate us a much more spacious facility with all the modern state of art amenities. Our new abode will be Fourth Floor, Cesina Business Park, Near Outer Ring Road, New Delhi. Please also make a note of new board line number (reception number)-xxx-xxxxxxx Thanks & Regards	7
OR	iii.	- Each of the following points carry -1 mark each <ul style="list-style-type: none"> Concise: communicating what you want to convey in least possible words. Clear: Clarity implies emphasizing on a specific message or goal at a time, rather than trying to achieve too much at once. It should make understanding easier. Correct: Correctness in communication implies that there are no grammatical errors in communication. Concrete: Concrete communication implies being particular and clear rather than fuzzy and general. Complete: It should convey all facts required by the audience. Courteous: The sender of the message should be sincerely polite, judicious, reflective and enthusiastic. Coherent: All the points that you have mentioned should be relevant to the topic and connected Considerate: Effective communication must take the audience into consideration. 	7
Q.5	i.	-Each key point with explanation - 1 mark each (1x4 = 4 marks) Use a professionally-designed template, Keep it simple, Use minimal content on each slide to get your point across, Maintain a cohesive chain of thought and message flow, Use visuals like charts and graphics only if it enhances the message, etc	4
	ii.	Any four points -each point 0.5 mark (0.5 x 4 =2)	6

		<ul style="list-style-type: none"> Improves your comfort Increases your confidence Gain constructive feedback Understand your body language Any four points each point 1 mark (1 x 4 =4) <ul style="list-style-type: none"> Research the organization & interviewer Prepare a set of questions & have a mock interview Clean and press your clothes & dress for the role Eat a healthy meal prior to the interview & Sleep well the night before Print out physical copies of your resume Prepare for different types of interviews. Determine the fastest route to the interview 	
OR	iii.	-Each key point with brief explanation – 1 mark each Understanding of the Subject, Quality of Language, Willingness to Take the Initiative, Team Work, Listening Skills, Adaptability, Leadership Qualities, Communication Skills, Assertive Attitude, etc.	6
Q.6		Attempt any two:	
	i.	Ways of building positive attitude- 1 mark for each point Eg: Optimism, Acceptance, Resilience, Gratitude, Consciousness, Mindfulness, Integrity etc	5
	ii.	Explanation of Characteristics & Qualities of a Good Leader – each point 1 mark Eg: Integrity, Ability to delegate, Communication, Self-awareness, Gratitude, Learning agility, Influence, Empathy, etc	5
	iii.	Meaning - 1 mark and any four ways of solving conflict (1+4=5) Eg: -Agree on a mutually acceptable time and place to discuss the conflict. -State the problem as you see it and list your concerns. -Let the other person have his/her say. -Listen and ask questions.	5