

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

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. The suffix 'ment' when added changes 1
 (a) Verb into noun (b) Noun into verb
 (c) Pronoun into verb (d) Adverb into preposition
- ii. The prefix RE- means:_____ 1
 (a) Build it for the first time (b) Tear it down
 (c) Build it again (d) Fix it up
- iii. What is the crucial factor of emotional intelligence? 1
 (a) Social awareness (b) Self –management
 (c) Self awareness (d) All of these
- iv. The most powerful way to build self-confidence is_____ 1
 (a) Having done something before and succeeded
 (b) Hearing others tell you how good you are
 (c) Comparing yourself to others who are better than you
 (d) Finding a new job
- v. If unsure whether a female is married when you are writing to her, you should_____ 1
 (a) Write her first & last name only
 (b) Write Miss
 (c) Write Ms
 (d) Write Mrs
- vi. Is email an appropriate delivery method for career correspondence? 1
 (a) Yes
 (b) No
 (c) Maybe, there's no agreement on this issue
 (d) Only if asked to use email by the recruiter

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- vii. Unstructured interview is also called_____ **1**
 (a) Non directive interview (b) Directive interview
 (c) Both (a) and (b) (d) Collaborative approach
- viii. Feature which allows as to view slides in a slide show without manually advancing each slide is_____ **1**
 (a) Adding build effect (b) Setting slide time
 (c) Adding transition (d) Adding bullets
- ix. What do you call a style of leadership that takes account of others' views, opinions and ideas? **1**
 (a) Laissez-faire (b) People-oriented
 (c) Autocratic (d) Democratic
- x. An attitude can be inferred from a persons _____ **1**
 (a) Cognition (b) Affect (c) Behavior (d) All of these
- Q.2 i. Choose the correct meaning of the idiomatic phrase from the given alternatives: **2**
 (a) Mrs. Rashmi has been in the blues for the last several weeks.
 I. Unwell II. Abroad
 III. Lonely IV. Depressed
 (b) The leader must have the lion's share of the booty.
 I. The worthy part II. The smaller part
 III. The larger part IV. The stronger part
- ii. (a) Choose the correct spelt word out of the given alternatives. **3**
 I. Comittee II. Committee
 III. Committey IV. All of these
 (b) From the given group of words, choose the word wrongly spelt.
 I. Imperative II. Illicit
 III. Imminent IV. Immature
 (c) The suffix -ness means
 I. Without II. State of or condition of
 III. Full of IV. Under
- iii. Match the synonyms from the correct words given in bracket. **5**
 (imaginative, blunder, unknown, evident, overspend, costly, abnormal,)
 (a) Mysterious -
 (b) Speculative -
 (c) Extravagant -
 (d) Conspicuous -
 (e) Exorbitant -

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- OR iv. Match the Antonyms from the correct words given in bracket. **5**
 (temporary, favourable, senseless, low, periphery, surface, current)
 (a) Lofty -
 (b) Obsolete -
 (c) Perpetual -
 (d) Centre -
 (e) Adverse -
- Q.3 i. State a few best practices or techniques of facing public? **4**
 ii. What is the purpose of SWOT Analysis? How does it help an individual to evaluate and understand better? **6**
- OR iii. Define emotional intelligence and explain the five elements of EQ according to Daniel Goleman. **6**
- Q.4 i. State any six compulsory elements or aspects of a formal letter? **4**
 ii. Mention some Do's and Don'ts of business Email Etiquettes. **6**
- OR iii. Draft a sample resume with the necessary elements. **6**
- Q.5 i. What are the important ingredients for success in Group discussion? **4**
 ii. State some of the Dos and Don'ts of designing PowerPoint Presentation. **6**
- OR iii. Explain the basic personality traits with an example each. **6**
- Q.6 Write short on any two:
 i. Team Work **5**
 ii. Conflict Resolving **5**
 iii. Adaptability **5**

Marking Scheme

MS3SE07 Business Communication-III

Q.1	i.	The suffix 'ment' when added changes (a) Verb into noun	1
	ii.	The prefix RE- means:____ (c) Build it again	1
	iii.	What is the crucial factor of emotional intelligence? (c) Self awareness	1
	iv.	The most powerful way to build self-confidence is_____ (a) Having done something before and succeeded	1
	v.	If unsure whether a female is married when you are writing to her, you should_____ (c) Write Ms	1
	vi.	Is email an appropriate delivery method for career correspondence? (c) Maybe, there's no agreement on this issue	1
	vii.	Unstructured interview is also called_____ (a) Non directive interview	1
	viii.	Feature which allows as to view slides in a slide show without manually advancing each slide is_____ (b) Setting slide time	1
	ix.	What do you call a style of leadership that takes account of others' views, opinions and ideas? (d) Democratic	1
	x.	An attitude can be inferred from a persons _____ (d) All of these	1
Q.2	i.	Choose the correct meaning of the idiomatic phrase from the given alternatives: (a) Mrs. Rashmi has been in the blues for the last several weeks. IV. Depressed	2
	ii.	(b) The leader must have the lion's share of the booty. III. The larger part (a) Choose the correct spelt word out of the given alternatives. II. Committee	3
		(b) From the given group of words, choose the word wrongly spelt. II. Illicit (c) The suffix -ness means II. State of or condition of	
	iii.	Match the synonyms from the correct words given in bracket. (a) Mysterious - Unknown	5 1 mark

	(b) Speculative	- Imaginative	1 mark
	(c) Extravagant	- Overspend	1 mark
	(d) Conspicuous	- Evident	1 mark
	(e) Exorbitant	- Costly	1 mark
OR	iv.	Match the Antonyms from the correct words given in bracket. (temporary, favourable, senseless, low, periphery, surface, current)	5
	(a) Lofty	- Low	
	(b) Obsolete	- Current	
	(c) Perpetual	- Temporary	
	(d) Centre	- Periphery	
	(e) Adverse	- Favourable	
Q.3	i.	Any four points; each point 0.5 mark each – (1 mark*4)	4
	ii.	Purpose of SWOT Analysis Individual to evaluate and understand better	2 marks 4 marks
OR	iii.	Definition of EQ Explanation of 5 key elements of EQ according to Daniel Goleman	1 mark 5 marks
Q.4	i.	Six compulsory elements or aspects of a formal letter	4
	ii.	Any three Do's and any four Don'ts of Email Etiquettes. (1 mark*6)	6
OR	iii.	Resume with some of the following aspects (1 mark*6)	6
Q.5	i.	Each key point with explanation- 1 mark each (1 marks *4)	4
	ii.	Any six Do's and any six Don'ts of –Each point 0.5 mark. (0.5 mark*12)	6
OR	iii.	Each personality traits explained with an example each- (1 mark*6)	6
Q.6		Write short on any two:	
	i.	Definition Step for better team work	1 mark 4 marks
	ii.	Meaning Any four ways of solving conflict	1 mark 4 marks
	iii.	Meaning Any four adaptability skills with explanation	1 mark 4 marks
