

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  |       |    |    |    |     |

|       |  |     |   |   |   |  |
|-------|--|-----|---|---|---|--|
|       |  | [2] |   |   |   |  |
| vi.   | A picture speaks thousand words-   | 1   |   | 7 | 3 |  |
|       | (a) True in context with oral presentation   |     |   |   |   |  |
|       | (b) True in context with interview skills  |     |   |   |   |  |
|       | (c) True in context with GD skills   |     |   |   |   |  |
|       | (d) True in context with debate  |     |   |   |   |  |
| vii.  | Curriculum vitae is a _____ word meaning ‘Course of life’.   | 1   | 1 | 7 | 4 |  |
|       | (a) German (b) Latin   |     |   |   |   |  |
|       | (c) French (d) Italian   |     |   |   |   |  |
| viii. | Job application can also be called-  | 1   | 2 | 7 | 4 |  |
|       | (a) Sales letter (b) Complaint letter  |     |   |   |   |  |
|       | (c) Adjustment letter (d) Quotation  |     |   |   |   |  |
| ix.   | In business letters complimentary close should be-   | 1   | 1 | 7 | 5 |  |
|       | (a) Yours ever and ever  |     |   |   |   |  |
|       | (b) Yours obediently   |     |   |   |   |  |
|       | (c) Yours lovingly   |     |   |   |   |  |
|       | (d) Yours truly  |     |   |   |   |  |
| x.    | Professionally shorter report writing is considered to be as-  | 1   | 2 | 7 | 5 |  |
|       | (a) Three to five pages  |     |   |   |   |  |
|       | (b) One to five pages  |     |   |   |   |  |
|       | (c) Four to five pages   |     |   |   |   |  |
|       | (d) Two paragraph  |     |   |   |   |  |
| Q.2   | i. What is the meaning and importance of communication in personal and professional life?                  | 2   | 1 | 7 | 1 |  |
|       | ii. What is the role of feedback in communication?   | 3   | 2 | 7 | 1 |  |
|       | iii. What are the merits and demerits of oral and written communication?                                   | 5   | 2 | 7 | 2 |  |
| OR    | iv. “To have lucid communication seven Cs must be followed.” What are the 7 Cs of Communication? Describe. | 5   | 2 | 7 | 1 |  |
| Q.3   | i. How SQ3Rs technique helps in reading? What are the benefits of improved reading skills?                 | 4   | 4 | 7 | 2 |  |

|     |                  |   |          |   |   |   |
|-----|------------------|---|----------|---|---|---|
| [3] |                  |   |          |   |   |   |
|     | ii.              | Discuss the different types of barriers to listening.   | <b>6</b> | 1 | 7 | 2 |
| OR  | iii.             | Differentiate between listening and hearing. Discuss different types of listening.  | <b>6</b> | 2 | 7 | 2 |
| 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. | <b>4</b> | 4 | 7 | 3 |
|     | ii.              | “Group discussion is to judge some qualities of the participants to recruit them for a company” What are these qualities? Elaborate.            | <b>6</b> | 3 | 7 | 3 |
| OR  | iii.             | What is the importance of the audience research in oral presentation? Give in detail the study points of audience research.                     | <b>6</b> | 2 | 7 | 3 |
| Q.5 | i.               | Which are the points should be taken care and mentioned clearly while writing an adjustment letter?   | <b>4</b> | 1 | 7 | 4 |
|     | ii.              | You are Rajveer Singh write a job application with structured resume for the post of Senior Manager in a reputed organisation.                  | <b>6</b> | 4 | 7 | 4 |
| OR  | iii.             | Describe different elements in detail of a business letter.   | <b>6</b> | 2 | 7 | 4 |
| Q.6 | Attempt any two: |   |          |   |   |   |
|     | i.               | What are the features and importance of report writing?   | <b>5</b> | 3 | 7 | 5 |
|     | ii.              | Elaborate any four types of commonly used reports.  | <b>5</b> | 1 | 7 | 5 |
|     | iii.             | Differentiate among abstracts, summary and synopsis.  | <b>5</b> | 2 | 7 | 5 |

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**Marking Scheme**  
**MS5SE08- Business Communication**

|     |       |  |          |
|-----|-------|--|----------|
| Q.1 | i)    | <b>a) Semantic barrier</b>   | <b>1</b> |
|     | ii)   | <b>d)All of these</b>  | <b>1</b> |
|     | iii)  | <b>c) Survey</b>   | <b>1</b> |
|     | iv)   | <b>d) Diplomatic Listening</b>   | <b>1</b> |
|     | v)    | <b>b) Derogative remark</b>  | <b>1</b> |
|     | vi)   | <b>a) true in context with oral presentation</b>   | <b>1</b> |
|     | vii)  | <b>b) Latin</b>  | <b>1</b> |
|     | viii) | <b>a) Sales letter</b>   | <b>1</b> |
|     | ix)   | <b>d) Yours Truly</b>  | <b>1</b> |
|     | x)    | <b>b) One to five pages</b>  | <b>1</b> |
| Q.2 | i.    | What is the meaning and importance of Communication in personal and professional life? ( in 75 to 100 words)   | <b>2</b> |
|     | ii.   | What is the role of Feedback in Communication? ( in 100 to 150 words)  | <b>3</b> |
|     | iii.  | What are the merits and demerits of Oral and written Communication? ( in 150 to 200 words)   | <b>5</b> |
| OR  | iv.   | “To have lucid communication seven Cs must be followed.” What are the 7 Cs of Communication? Describe. ( in 150 to 200 words)  | <b>5</b> |
| Q.3 | i.    | How SQ3Rs technique helps in reading? What are the benefits of improved Reading Skills? ( in 100 to 150 words)   | <b>4</b> |
|     | ii.   | What are the barriers in Listening? Describe in detail. ( in 200 to 250 words)   | <b>6</b> |
| 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)                     | <b>6</b> |
| 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) | <b>4</b> |

|     |      |  |          |
|-----|------|--|----------|
| 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) | <b>6</b> |
|     | 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)            | <b>6</b> |
| Q.5 | i.   | Which are the points should be taken care and mentioned clearly while writing an Adjustment letter? ( 150 words)   | <b>4</b> |
|     | ii.  | Write a job application with structured resume for the post of Senior manager in a reputed organisation? Invent details. (in 150 words)                      | <b>6</b> |
| OR  | iii. | Describe different elements in detail of a business letter. (in 150 words)   | <b>6</b> |
| Q.6 | i.   | What are the features and importance of Report Writing?  | <b>5</b> |
|     | ii.  | Mention Four types of Reports with details about them  | <b>5</b> |
|     | iii. | Differentiate among Abstracts, Summary and Synopsis.   | <b>5</b> |

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