

Faculty of Management Studies

End Semester Examination May 2025

MS3AE02 Business Communication -I

Programme	:	BBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. What does the proverb mean, "A stitch in time saves nine"?				1 1 2
<input checked="" type="radio"/> Taking immediate action prevents bigger problems <input type="radio"/> Nine stitches are required for proper mending		<input type="radio"/> Time is valuable and should not be wasted <input type="radio"/> Work done in time cannot be undone		
Q2. What does the corporate jargon "synergy" mean?				1 1 2
<input type="radio"/> A secret business deal <input type="radio"/> A financial loss		<input checked="" type="radio"/> The interaction of elements to produce a greater effect <input type="radio"/> An internal work conflict		
Q3. What is the term used for communication through body movements?				1 2 1
<input type="radio"/> Proxemics <input type="radio"/> Paralanguage		<input checked="" type="radio"/> Kinesics <input type="radio"/> Semantics		
Q4. An employee shares company news with a peer over lunch without any official directive. What kind of communication is this?				1 2 3
<input type="radio"/> Downward <input checked="" type="radio"/> Grapevine		<input type="radio"/> Lateral <input type="radio"/> Upward		
Q5. Which of the following is not a barrier to effective listening?				1 3 4
<input type="radio"/> Noise <input checked="" type="radio"/> Interest in the topic		<input type="radio"/> Prejudgment <input type="radio"/> Interruptions		
Q6. What is the primary purpose of effective listening?				1 3 2
<input type="radio"/> To dominate conversations <input checked="" type="radio"/> To understand and interpret the message accurately		<input type="radio"/> To respond quickly without thinking <input type="radio"/> To appear attentive		
Q7. Why is audience research important before a presentation?				1 4 2
<input type="radio"/> It helps to decorate the slides <input checked="" type="radio"/> It guides you in tailoring content to their needs		<input type="radio"/> It allows you to predict their questions <input type="radio"/> It saves preparation time		
Q8. During a technical presentation, which body language should be avoided?				1 4 4
<input type="radio"/> Making eye contact <input checked="" type="radio"/> Fidgeting with a pen		<input type="radio"/> Standing confidently <input type="radio"/> Smiling occasionally		
Q9. What is the main goal of paraphrasing?				1 5 3
<input type="radio"/> To copy the original text <input checked="" type="radio"/> To restate the original idea in different words		<input type="radio"/> To change the topic <input type="radio"/> To write as briefly as possible		

Q10. Which of the following best reflects a feature of effective business letter writing?

1 5 3

- Use of complex vocabulary to sound professional
- Clarity, courtesy, conciseness, and correctness
- Including personal opinions extensively
- Avoiding specific contact details

Section 2 (Answer any 2 question(s))

Marks CO BL

Q11. Define homonyms and homophones with examples. How can they create confusion in business communication? 5 1 3

Rubric	Marks
three marks for homonyms and homophones with examples and two marks for explaining create confusion in business communication (Any 2 examples)	5

Q12. What are corporate jargon? How do they impact workplace communication? 5 1 4

Rubric	Marks
two marks for definition with instances and three marks for impact workplace communication- (Any 3 examples of impact)	5

Q13. Explain the meaning and significance of any five commonly used proverbs in a corporate environment. 5 1 2

Rubric	Marks
three marks for the meaning and significance of proverbs in a corporate environment and two marks for appropriate examples	5

Section 3 (Answer any 2 question(s))

Marks CO BL

Q14. Explain the key elements of the communication process with a diagram. 5 2 2

Rubric	Marks
3 marks for the key elements of the communication process and 2 marks for a diagram.	5

Q15. What are the major barriers to effective communication? How can they be overcome? 5 2 4

Rubric	Marks
3 marks for the major barriers to effective communication and 2 marks for overcoming barriers.	5

Q16. Describe the different types of formal communication channels with examples. 5 2 3

Rubric	Marks
4 marks for the different types of formal communication channels and 1 mark for examples.	5

Section 4 (Answer any 2 question(s))

Marks CO BL

Q17. Explain the different types of listening with examples. 5 3 3

Rubric	Marks
4 marks for the different types of listening and for 1 mark examples	5

Q18. Differentiate hearing from listening with examples.

5 3 3

Rubric	Marks
five marks for five differences between hearing and listening with examples.	5

Q19. How does body language impact listening effectiveness?

5 3 3

Rubric	Marks
five marks for five points on body language impact listening effectiveness	5

Section 5 (Answer any 2 question(s))

Marks CO BL

Q20. What should be included in a self-introduction during a presentation?

5 4 1

Rubric	Marks
5 marks for five comprehensive points. with proper examples.	5

Q21. Explain in detail the steps involved in preparing for and conducting a presentation.

5 4 3

Rubric	Marks
three marks for describing the steps involved in preparing and two marks for mentioning how to conduct a presentation	5

Q22. What are the major challenges faced during a presentation? How can they be overcome?

5 4 4

Rubric	Marks
three marks for the major challenges faced during a presentation two marks for overcoming them	5

Section 6 (Answer any 2 question(s))

Marks CO BL

Q23. What are the major types of business letters? Explain the purpose and use of each with examples.

5 5 3

Rubric	Marks
three marks for the major types of business letters and two marks for the purpose and use of each with examples.	5

Q24. What are the essential principles of effective business letter writing? How do they contribute to professional communication?

5 5 3

Rubric	Marks
three marks for the essential principles of effective business letter writing and two marks for describing contributing to professional communication	5

Q25. Which strategy would you use to write an effective agenda and minutes for a formal meeting?

5 5 3

Rubric	Marks
three marks for describing the <i>agenda</i> and two marks for describing the <i>minutes</i> of a formal meeting	5
