



**Enrollment No.....**

**Faculty of Management Studies**  
**End Sem (Odd) Examination Dec-2022**  
**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.

- Q.1 i. Which of the following combination is /are example/s of written communication? **1**  
 (a) Letters and voicemail (b) Reports and email  
 (c) Circulars and voicemail (d) All of these
- ii. Which of the following is not part of communication classification? **1**  
 (a) Two-way face-to-face  
 (b) Multiple but not face-to-face  
 (c) Two-way non-face-to-face  
 (d) One-way non-face-to-face
- iii. The most basic type of listening is known as- **1**  
 (a) Discriminative listening (b) Comprehension listening  
 (c) Appreciative listening (d) Evaluative listening
- iv. \_\_\_\_\_ listening occurs when you go beyond what is being said and try to fathom what is not being said. **1**  
 (a) Deep (b) Passive (c) Full (d) Discriminative
- v. Which of the following is not a type of business letter? **1**  
 (a) Business enquiry (b) Sales letter  
 (c) Quotations (d) Reference letter
- vi. Which one is an effective audio-visual communication? **1**  
 (a) Cinema (b) Television (c) Drama (d) All of these
- vii. While giving an interview, be \_\_\_\_ in your salary expectations **1**  
 (a) Modest (b) Unrealistic (c) Realistic (d) None of these
- viii. It involves how we say something in different pitch, tone and voice modulation such as slow or fast. **1**  
 (a) Kinesics (b) Proxemics  
 (c) Time language (d) Paralanguage

- ix. A \_\_\_\_\_ is also known as a 'cover letter'. **1**  
 (a) Resume (b) Curriculum vitae  
 (c) Application letter (d) Sales letter
- x. \_\_\_\_\_ is an assigned communication for a purpose and for specific receiver or reader. **1**  
 (a) Report (b) Memos (c) Letters (d) Circulars

- Q.2 i. What are the common barriers to effective communication? **2**  
 ii. What are the seven channels of communication? **3**  
 iii. Describe the process of communication. **5**
- OR iv. What are the characteristics of verbal and non-verbal communication? **5**
- Q.3 i. What is active and passive reading? **2**  
 ii. What are the benefits of effective reading? **8**
- OR iii. State the importance of listening skill. Describe various types of listening skills. **8**
- Q.4 i. How can visual aids be used for effective presentations? **3**  
 ii. What is body language? Why is it important? **7**
- OR iii. What are the seven types of groups involved in group discussion? **7**
- Q.5 Attempt any two:  
 i. Write a business letter applying for a manager's job. Invent your own details. **5**  
 ii. Write your own resume for the job of a manager. Invent your own details. **5**  
 iii. Write an e-mail to the Director for fee concession. Invent your own details. **5**
- Q.6 Attempt any two:  
 i. What are the purposes and important features for report writing? **5**  
 ii. Write any five elements of a report with proper examples. **5**  
 iii. Explain the types of reports. **5**

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P.T.O.

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

Q.1	i.	Which of the following combination is /are example/s of written communication? (b) Reports and email	1
	ii.	Which of the following is not part of communication classification? (d) One-way non-face-to-face	1
	iii.	The most basic type of listening is known as- (b) Comprehension listening	1
	iv.	_____listening occurs when you go beyond what is being said and try to fathom what is not being said. (a) Deep	1
	v.	Which of the following is not a type of business letter? (d) Reference letter	1
	vi.	Which one is an effective audio-visual communication? (d) All of these	1
	vii.	While giving an interview, be ____ in your salary expectations (c) Realistic	1
	viii.	It involves how we say something in different pitch, tone and voice modulation such as slow or fast. (d) Paralanguage	1
	ix.	A _____ is also known as a 'cover letter'. (c) Application letter	1
	x.	_____ is an assigned communication for a purpose and for specific receiver or reader. (a) Report	1
Q.2	i.	Enlist all barriers to effective communication	2
	ii.	Any seven channels of communication	3
	iii.	Communication Cycle and elements process in 200 words	5
OR	iv.	Any five characteristics of verbal and non-verbal communication	5
Q.3	i.	Four points/aspects of active and passive reading 0.5 mark for each	2
	ii.	Benefits of effective reading As per the explanation	8
OR	iii.	Importance of listening skill Types of listening skills	4 marks 4 marks 8

Q.4	i.	Use of visual aids for effective presentations with professional examples	3
	ii.	Body language Importance	2 marks 5 marks 7
OR	iii.	Seven types of groups involved in group discussion 1 mark for each	7
Q.5		Attempt any two:	
	i.	Business letter applying for a manager's job Format Element Language	1 mark 2 marks 2 marks 5
	ii.	Write your own resume for the job of a manager.	5
	iii.	Write an e-mail to the Director for fee concession. Invent your own details.	5
Q.6		Attempt any two:	
	i.	Purposes for report writing Important features for report writing	2.5 marks 2.5 marks 5
	ii.	Any five elements of a report with proper examples.	5
	iii.	Types of reports with example	5

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