



## Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS5SE06 Corporate 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. Use of gestures in communication is a **1**  
 (a) Internal communication (b) Non verbal communication  
 (c) Verbal communication (d) External communication
- ii. It is always better to have grapevine channel of communication in an organisation **1**  
 (a) False (b) True  
 (c) Both are possible (d) None of these
- iii. Reading comprehension is .....important skill which every educated person has to acquire **1**  
 (a) a (b) an (c) the (d) None of these
- iv. Reading comprehension is a process of: **1**  
 (a) Listening and speaking (b) Reading and writing  
 (c) Telling and receiving (d) Understanding and responding
- v. Voice modulation is an element of **1**  
 (a) Letter writing (b) Paragraph writing  
 (c) Oral presentation (d) Précis writing
- vi. Nodding and frowning are part of **1**  
 (a) Paralanguage (b) Proxemics  
 (c) Kinesics (d) Artifact
- vii. Inside address in a job application refers to: **1**  
 (a) Sender's address (b) Receiver's address  
 (c) Post office address (d) None of these
- viii. Reply to letter of enquiry is called **1**  
 (a) Order (b) Complaint (c) Quotation (d) Order execution
- ix. The.....introduces the report **1**  
 (a) Table of content (b) Preface  
 (c) Conclusion (d) Bibliography

- x. A report which informs some crisis is called **1**  
 (a) Lab Report (b) Survey Report  
 (c) Trouble Report (d) Observation Report

- Q.2 i. Discuss the verbal and non-verbal aspects of human communication. **4**

- ii. What is communication? Define its process in detail. **6**

- OR iii. Discuss barriers to communication. **6**

- Q.3 i. Explain the benefits of effective reading? **4**

- ii. Explain the types of Listening with suitable examples. **6**

- OR iii. Elaborate the SQ3R Reading Techniques in detail? **6**

- Q.4 i. What are Audio Visual Aids? **2**

- ii. What is an Extempore Speech? Explain the needs to conduct the Extempore as a classroom activity? **3**

- iii. What are the qualities of Effective Group Discussion? Elaborate the strategies involved in it. **5**

- OR iv. What factors one should keep in mind while planning for an oral presentation? **5**

- Q.5 i. Discuss the elements of a Business Letter. **4**

- ii. Write a letter for calling quotation to purchase tools and equipment for Chemistry Laboratory on behalf of your University. (Invent necessary details) **6**

- OR iii. Write a job application to Mr. R K Sharma Chairman ABC Ltd. Mumbai for the post of General Manager with a structured resume. **6**

- Q.6 i. What are the qualities of a good Report? **4**

- ii. Write a report in letter format as an incharge, on the accident that occurred in the computer centre of your institute. Provide recommendation also. **6**

- OR iii. Describe at least ten elements of letter text form of report. **6**

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**Marking Scheme**  
**MS5SE06 Corporate Communication**

Q.1	i.	Use of gestures in communication is a		<b>1</b>
		(b) Non verbal communication		
	ii.	It is always better to have grapevine channel of communication in an organisation		<b>1</b>
		(c) Both are possible		
	iii.	Reading comprehension is .....important skill which every educated person has to acquire		<b>1</b>
		(b) an		
	iv.	Reading comprehension is a process of:		<b>1</b>
		(d) Understanding and responding		
	v.	Voice modulation is an element of		<b>1</b>
		(c) Oral presentation		
Q.2	vi.	Nodding and frowning are part of		<b>1</b>
		(c) Kinesics		
	vii.	Inside address in a job application refers to:		<b>1</b>
		(b) Receiver's address		
	viii.	Reply to letter of enquiry is called		<b>1</b>
		(c) Quotation		
	ix.	The.....introduces the report		<b>1</b>
		(b) Preface		
	x.	A report which informs some crisis is called		<b>1</b>
		(c) Trouble Report		
Q.2	i.	verbal aspects of human communication	2 marks	<b>4</b>
		Non-verbal aspects of human communication.	2 marks	
	ii.	Define communication	2 marks	<b>6</b>
		Process	4 marks	
OR	iii.	Min 3 barriers	(2 marks*3)	<b>6</b>
Q.3	i.	Benefits of effective reading	(1 mark*4)	<b>4</b>
	ii.	Types of Listening with suitable examples	(1 mark*6).	<b>6</b>
OR	iii.	SQ3R Reading Techniques	(1.5 marks*4)	<b>6</b>
Q.4	i.	Audio Visual Aids(100 words)	(2 marks)	<b>2</b>
	ii.	Extempore Speech	1 mark	<b>3</b>
		The needs to conduct the Extempore as a classroom activity		
			2 mark	
	iii.	Effective Group Discussion (Min 5)	(1 mark*5)	<b>5</b>
OR	iv.	Factors(Min 5)	(1 mark*5)	<b>5</b>
Q.5	i.	Elements of a Business Letter.(Min 8)	(0.5 mark*8)	<b>4</b>

	ii.	Element	3 marks	<b>6</b>
		Matter	3 marks	
	OR	iii.	Application	<b>6</b>
Q.6		Resume	3 marks	
	i.	Qualities of a good Report (Min 4)	(1 mark*4)	<b>4</b>
	ii.	Layout	2 marks	<b>6</b>
OR		Cont.	4 marks	
	iii.	At least ten elements of letter text form of report		<b>6</b>
		<b>F</b>	2 mark	
		<b>M</b>	2 mark	
		<b>B</b>	2 mark	

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