

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS3AE06 Business Communication Skills

Programme: BBA

Branch/Specialisation: Management /  
Business Analytics**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.

- Q.1 i. What is the term for the fear of heights? **1**  
 (a) Acrophobia (b) Arachnophobia  
 (c) Claustrophobia (d) Hydrophobia
- ii. Choose the correct Homonym pair: **1**  
 (a) Bark (of a tree), Bark (sound a dog makes)  
 (b) Flower (part of a plant), Flour (used in baking)  
 (c) Sea (body of water), See (perceive with the eyes)  
 (d) None of these
- iii. What type of barrier to communication occurs when a receiver **1**  
 misinterprets a message due to differences in values, beliefs, or  
 norms?  
 (a) Physical barrier (b) Psychological barrier  
 (c) Cultural barrier (d) Semantic barrier
- iv. What does a person's straight standing posture typically convey in **1**  
 non-verbal communication?  
 (a) Confidence or relaxation (b) Aggression or anger  
 (c) Deception or dishonesty (d) None of these
- v. Which of the following is an effective listening technique for **1**  
 clarifying misunderstanding?  
 (a) Ignoring the speaker's concerns  
 (b) Avoiding eye contact  
 (c) Asking open-ended questions  
 (d) Interrupting the speaker frequently

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- vi. Which of the following is NOT a component of active listening? **1**  
 (a) Empathy (b) Judgement  
 (c) Concentration (d) Feedback
- vii. Which of the following is NOT a part of effective presentation preparation? **1**  
 (a) Researching the topic thoroughly  
 (b) Practicing the presentation multiple times  
 (c) Creating slides with dense text for detailed information  
 (d) Anticipating audience questions
- viii. What does the term "visual aids" refer to in presentations? **1**  
 (a) Handouts given to the audience after the presentation.  
 (b) Complex diagrams that confuse the audience  
 (c) Graphics, charts, or slides used to support the speaker's points  
 (d) Lighting and stage setup in the presentation venue
- ix. What does the term "enclosure" mean at the end of a business letter? **1**  
 (a) It indicates that the letter is confidential and should not be shared  
 (b) It signifies the sender's desire for a response from the recipient  
 (c) It refers to additional documents or materials included with the letter  
 (d) It indicates the sender's intention to visit the recipient in person
- x. What is the ideal length of a precis compared to the original text? **1**  
 (a) It should be the same length as the original text  
 (b) It should be half the length of the original text  
 (c) It should be one-third the length of the original text  
 (d) It should be double the length of the original text
- Q.2 i. Explain the concept of homonyms and provide examples to illustrate your explanation. **2**  
 ii. How does a strong vocabulary contribute to overall language skills? **3**  
 iii. Explain the following proverbs with examples- **5**  
 (a) A rolling stone gathers no moss  
 (b) A stitch in time saves nine  
 (c) Actions speak louder than words  
 (d) Rome wasn't built in a day  
 (e) The early bird catches the worm  
 (f) Honesty is the best policy

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- OR iv. What is corporate jargon? Why is it often used in business communication? **5**
- Q.3 i. What is the communication process? Why is it important in interpersonal interactions and organizational settings? **4**  
 ii. What are the different types of communication barriers, including physical, psychological, linguistic, and cultural barriers? **6**
- OR iii. Explore the significance of body language in communication. What are some common body language cues that can indicate openness, confidence, or discomfort? **6**
- Q.4 i. What are the different types of listening skills? How do they differ from one another? **4**  
 ii. What steps can you take to further develop your listening skills and become a more effective listener in both personal and professional settings? **6**
- OR iii. Discuss in points the impact of active listening on leadership, teamwork, and conflict resolution. **6**
- Q5 i. In today's digital age, virtual presentations have become increasingly common. What are some unique challenges and considerations for delivering effective virtual presentations? How can they be addressed? **4**  
 ii. In what ways can visual aids, such as slides or multimedia presentations, enhance the effectiveness of a business presentation? What are some best practices for using visual aids? **6**
- OR iii. What role does body language play in effective business presentations? How can business professionals use body language to convey confidence and credibility? **6**
- Q.6 Attempt any two:  
 i. What is the purpose of a business letter? Why is it important in professional communication? **5**  
 ii. Describe the key components of a typical business letter. What information is included in the heading, salutation, body, and closing? **5**  
 iii. What is precis writing? Why is it an important skill in academic and professional contexts? **5**

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## Marking Scheme

### MS3AE06 Communication Skills II

Q.1	I	a) Acrophobia	1	Q.5	i.	Presentation Planning	4 Marks
	Ii	a) Bark (of a tree), Bark (sound a dog makes)	1		ii.	Visual aids importance & Process	6 Marks
	Iii	c) Cultural barrier	1		OR iii.	Role of body language	6 Marks
	Iv	a) Confidence or relaxation	1	Q.6			
	V	c) Asking open-ended questions	1		i.	Purpose & imp of business letter	2.5 Marks*2
	Vi	b) Judgment	1		ii.	Key elements with explanation	5 Marks
	Vii	c) Creating slides with dense text for detailed information	1		iii.	Meaning & imp of precis writing	5 Marks
	Viii	c) Graphics, charts, or slides used to support the speaker's points	1				
	ix	c) It refers to additional documents or materials included with the letter	1				
	x	c) It should be one-third the length of the original text	1				
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Q.2	i.	Meaning & one example of homonym	2 Marks				
	ii.	Imp of vocabulary	3 Marks				
	iii.	(a) A rolling ..... dishonest. (Any 5)	5 Marks				
OR	iv.	Meaning & Imp corporate Jangen	(2.5 Marks*2)				
Q.3	i.	Process & importance of comm.	2 Mark*2				
	ii.	Six barriers with explanation	2 Mark*2				
OR	iii.	Six barrier with explanation	1 Mark*6				
		Importance of body language	3 Mark*2				
Q.4	i.	Types of listening skills	(1 Mark*4)				
	ii.	Ways to improve listening skills	6 Marks				
OR	iii.	Points the impact of active	6 Marks				