



# Faculty of Management Studies

## End Semester Examination May 2025

### MS3AE02 Business Communication -I

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

**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
<b>Q1.</b>	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"/> Time is valuable and should not be wasted						
	<input type="radio"/> Nine stitches are required for proper mending	<input type="radio"/> Work done in time cannot be undone						
<b>Q2.</b>	What does the corporate jargon "synergy" mean?					1	1	2
	<input type="radio"/> A secret business deal	<input checked="" type="radio"/> The interaction of elements to produce a greater effect						
	<input type="radio"/> A financial loss	<input type="radio"/> An internal work conflict						
<b>Q3.</b>	What is the term used for communication through body movements?					1	2	1
	<input type="radio"/> Proxemics	<input checked="" type="radio"/> Kinesics						
	<input type="radio"/> Paralanguage	<input type="radio"/> Semantics						
<b>Q4.</b>	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 type="radio"/> Lateral						
	<input checked="" type="radio"/> Grapevine	<input type="radio"/> Upward						
<b>Q5.</b>	Which of the following is not a barrier to effective listening?					1	3	4
	<input type="radio"/> Noise	<input type="radio"/> Prejudgment						
	<input checked="" type="radio"/> Interest in the topic	<input type="radio"/> Interruptions						
<b>Q6.</b>	What is the primary purpose of effective listening?					1	3	2
	<input type="radio"/> To dominate conversations	<input type="radio"/> To respond quickly without thinking						
	<input checked="" type="radio"/> To understand and interpret the message accurately	<input type="radio"/> To appear attentive						
<b>Q7.</b>	Why is audience research important before a presentation?					1	4	2
	<input type="radio"/> It helps to decorate the slides	<input type="radio"/> It allows you to predict their questions						
	<input checked="" type="radio"/> It guides you in tailoring content to their needs	<input type="radio"/> It saves preparation time						
<b>Q8.</b>	During a technical presentation, which body language should be avoided?					1	4	4
	<input type="radio"/> Making eye contact	<input type="radio"/> Standing confidently						
	<input checked="" type="radio"/> Fidgeting with a pen	<input type="radio"/> Smiling occasionally						
<b>Q9.</b>	What is the main goal of paraphrasing?					1	5	3
	<input type="radio"/> To copy the original text	<input type="radio"/> To change the topic						
	<input checked="" type="radio"/> To restate the original idea in different words	<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
 ☐ Including personal opinions extensively
- ☒ Clarity, courtesy, conciseness, and correctness
 ☐ 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 and two marks for describing the minutes</i> of a formal meeting	5

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