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Department of Mathematics & MCA

MCA Semester-I End Semester

Effective Organizational Communication (FCMCA-101)

Full Marks: 70

Time: 3 hrs.

General instructions:

1. This question paper contains 3 groups, A, B and C.
2. Group A (compulsory) contains 10 questions.
3. Group B contains 6 questions out of which 4 are to be answered.
4. Group C contains 4 questions out of which 2 are to be answered.
5. Answer should be in your own words as far as practicable

GROUP - A

Multiple Choice Questions -

10 × 2 = 20

1. The following is (are) non-verbal communication
 - a. Facial expression
 - b. Appearance
 - c. Posture
 - d. All of the above
2. Communication is the task of imparting _____
 - a. Training
 - b. Information
 - c. Knowledge
 - d. Message
3. Receiver cannot read the mind of sender, so sender convert idea into language or other communication symbol which is known as _____
 - a. Decoding
 - b. Encoding
 - c. Message
 - d. All of the above
4. The main objective of communication is
 - a. Control and management
 - b. Skill Development
 - c. Personality Development
 - d. Information and persuasion
5. Grapevine communication is associated with _____ communication.
 - a. Formal
 - b. Informal
 - c. Horizontal
 - d. Vertical
6. Which of the following element is not involved in the process of communication?
 - a. Pipe
 - b. Sender
 - c. Message
 - d. Channel
7. Aspect of the voice, other than the speech are known as----
 - a. Physical language
 - b. Personal language
 - c. Para language
 - d. Delivery language

8. In communication of feedback of a message comes from

- a. Satellite
- b. Media
- ☒ c. Audience
- d. Communicator

9. _____ is the last step of listening process?

- a. Stop talking
- b. Receiving
- c. Interpreting
- ☒ d. Responding

10. Which of these is not step in the listening process??

- a. To stop talking
- b. Receiving
- ☒ c. Misinterpreting
- d. Responding

GROUP - B

Short Answer Type Questions-

4 x 5 = 20

- ☒ 1. Give five differences between verbal and non- verbal communication.
- 2. Write note on the use of visual aids in presentation.
- ☒ 3. List out the principles of oral communication. How a manager can effectively use his/her oral communication skills in business?
- ☒ 4. What are the 7 C's of effective business communication.
- ☒ 5. Explain the process of communication. Use diagram.
- 6. Write Short note on-
 - a) Agenda
 - b) Enquiry Letter

GROUP - C

Long Answer Type Questions-

15 x 2 = 30

- ☒ 1. State any ten interview techniques and explain each point.
- ☒ 2. Explain the importance of body language in the oral communication. What effective measures should be taken to make the oral communication more understandable?
- 3. With reference to an advertisement in newspaper, Write a letter to the HR manager of the XYZ Electronic Company to apply for the post of a sales manager.
- ☒ 4. Make a resume for a Human Resource Manager along with a cover letter.