



End Term {(Odd) (Trimester-I)} Examination November 2025

Roll no.....

Name of the Course and semester: MBA I semester

Name of the Paper: Professional Communication

Paper Code: MBA-106

Time: 3 hour

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 40 Marks.

Section A

Q1.

(2X10=20 Marks)

- a. Explain the key components and steps involved in the communication process. Illustrate your answer with an example from a business context. (CO 1)
- b. Identify and discuss the main barriers to effective communication in organizations. How can managers overcome these barriers? (CO1)
- c. Discuss the Seven C's of effective communication with relevant communication examples. (CO1)

Q2.

(2X10=20 Marks)

- a. Discuss the importance of reading & listening skills in effective communication. (CO 1)
- b. Draft a one-minute personal introduction that you would use in a job interview. (CO2)
- c. Outline the key principles of email etiquette (netiquette) that ensure professional and effective written communication. (CO 4)

Q3.

(2X10=20 Marks)

- a. Describe the do's and don'ts of different workplace etiquettes. Why is this important for relationship building? (CO4)
- b. Explain how AI-powered communication tools are transforming professional communication in organizations. (CO5)
- c. Compare communication in the context of digital tools like Slack and Zoom. What are the advantages of each for team productivity? (CO5)

Section B

Q4. Case Study

(40 Marks)

Read the following case study carefully and answer the questions that follow. Each question carries 20 marks. (CO2) & (CO3)

Riya, an MBA student specializing in Human Resource Management, was shortlisted for an internship interview at a reputed consulting firm. Although she had excellent academic credentials, her first interaction with the interview panel was not very impressive. Her self-introduction lacked clarity and confidence, and her body language appeared nervous. Later, she sent a follow-up email to the HR department but made a few grammatical errors and used an informal tone. During her final presentation, though her content was strong, the slides were overcrowded, and she failed to engage the audience effectively. After receiving feedback, Riya decided to work on her personal profiling and conduct a SWOT analysis. She identified "strong analytical skills" as her strength and "presentation anxiety" as a weakness. With regular practice, improved email etiquette, and a revised self-introduction, Riya performed much better in her next interview and secured the position.



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Questions:

- Q1. Based on Riya's experience, explain how verbal and non-verbal communication skills influence professional success.
- Q2. How can self-profiling, SWOC analysis, and effective written communication help an MBA student improve employability?