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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: II - THEORY EXAMINATION (2024- 2025)

Subject: Business Communication

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. Too much of communication in the workspace may also prove It may lead to negligence of work. (CO1, K1) 1
- (a) formal, positive
 - (b) informal, negative
 - (c) verbal, positive
 - (d) non-verbal, negative
- 1-b. Communication through and is called verbal communication. (CO2, K1) 1
- (a) written material and gestures
 - (b) gestures and spoken words
 - (c) spoken words and written material
 - (d) body language and gestures
- 1-c.Includes the company's logo / symbol / name, address, ZIP, telephone number, fax number, email address and website of the company. (CO3, K1) 1
- (a) Memory
 - (b) Letter Head
 - (c) Glossary
 - (d) Memorandum
- 1-d. Communication through newspapers and television are known as..... (CO4, K1) 1

(a) Mass Communication	
(b) Nonverbal Communication	
(c) formal communication	
(d) Informal Communication	
1-e. Radio and FM are the channels of.....(CO5, K1)	1
(a) Print Media	
(b) Broadcast Media	
(c) Social Media	
(d) All above	
2. Attempt all parts:-	
2.a. Define empathy in communication. (CO1, K1)	2
2.b. Explain advantages of formal communication. (CO2, K2)	2
2.c. Define primary data. (CO3, K1)	2
2.d. Define Perception. (CO4, K1)	2
2.e. Define webinars. (CO5, K1)	2
SECTION-B	15
3. Answer any <u>three</u> of the following:-	
3-a. Explain 7 C's of Business Communication. (CO1, K2)	5
3-b. Elaborate the principles of effective writing. (CO2, K2)	5
3.c. Define business report. Explain the limitations of a business report. (CO3, K2)	5
3.d. Give advantages and disadvantages of online interview. (CO4, K2)	5
3.e. Write a press release on a launch event of a product of a company. (CO5, K3)	5
SECTION-C	30
4. Answer any <u>one</u> of the following:-	
4-a. Explain Linguistic Barrier of communication. (CO1, K2)	6
4-b. Explain about soft skills and its role in business. (CO1, K2)	6
5. Answer any <u>one</u> of the following:-	
5-a. Design a product catalogue of any product of your choice. (CO2, K3)	6
5-b. Explain various principles of written communication. (CO2, K2)	6
6. Answer any <u>one</u> of the following:-	
6-a. Describe various types of business letters. (CO3, K2)	6
6-b. Explain various advantages of Business Report. (CO3, K2)	6
7. Answer any <u>one</u> of the following:-	
7-a. "Craze for social media is growing at an exponential rate". State the reasons and ways to deal with the stated challenges. (CO4, K4)	6
7-b. Explain the various types of job interviews. (CO4, K2)	6
8. Answer any <u>one</u> of the following:-	

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| 8-a. | Explain Business Etiquettes. (CO5, K2) | 6 |
| 8-b. | Describe 10 golden rules of meetings. (CO5, K2) | 6 |

REG:JAN_JUN-2025