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Subject Code:- BGP GDT104

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL, GREATER NOIDA

GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: I - THEORY EXAMINATION (November-2024)

Subject: Intercultural 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. \_\_\_\_\_ is a visual aid in a presentation. (CO1, K1) 1
- (a) It doesn't matter in a professional setting
  - (b) It boosts confidence and creates a positive impression
  - (c) It's a waste of time
  - (d) It's only important for certain professions
- 1-c. \_\_\_\_\_ does maintain a positive tone of voice convey. (CO3, K2) 1
- (a) Clear language
  - (b) Relevant details
  - (c) Overly complicated words
  - (d) Simple tone
- 1-b. \_\_\_\_\_ of these is a key element of a presentation. (CO2, K1) 1
- (a) Aggression
  - (b) Disinterest
  - (c) Warmth
  - (d) Nervousness
- 1-d. \_\_\_\_\_ of the following is an example of poor business etiquette. (CO4, K1) 1
- (a) Direct communication
  - (b) Polychronic behavior

- (c) Low reliance on nonverbal cues
- (d) Implicit communication
- 1-e. \_\_\_\_\_ can fidgeting with objects suggest. (CO5, K2) 1
  - (a) To express ideas
  - (b) To argue
  - (c) To confuse
  - (d) To judge
- 2. Attempt all parts:-
- 2.b. Describe the key elements of grooming for men. (CO2, K2) 2
- 2.a. Describe about the non verbal communication (CO1, K2) 2
- 2.c. Discuss the primary purpose of grooming. (CO3, K2) 2
- 2.d. Explain the meaning of cultural norms. (CO4, K2) 2
- 2.e. Discuss the role of language in verbal communication. Explain how can language choice influence the message being conveyed. (CO5, K2) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Explain the difference between grooming and hygiene. (CO1, K2) 5
- 3-b. Discuss some effective methods for preventing body odor. (CO2, K2) 5
- 3.c. Describe a situation where you successfully engaged with a fellow attendee during a meeting. (CO3, K2) 5
- 3.d. Explain the significance of family in your culture. (CO4, K2) 5
- 3.e. Discuss the significance of eye contact in nonverbal communication across different cultures. (CO5, K2) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Give your opinion on role dress codes do play in fostering a respectful and inclusive workplace culture. (CO1, K2) 6
- 4-b. "Dress codes reflect societal norms and cultural values" Your opinion of this statement. (CO1, K3) 6

5. Answer any one of the following:-

- 5-a. Discuss some key traits that contribute to a pleasing personality, and how can one cultivate them. (CO2, K2) 6
- 5-b. Discuss the importance of effective communication skills in enhancing one's personality. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Explain the importance of balancing participation in discussions during a business meeting. (CO3, K2) 6
- 6-b. Discuss the impact of electronic devices on the dynamics of a business meeting. 6

(CO3, K2)

7. Answer any one of the following:-

- 7-a. Analyze the role of cultural sensitivity in effective international marketing. (CO4, K5) 6
- 7-b. Identify the impact of language barriers on cross-cultural communication. (CO4, K2) 6

8. Answer any one of the following:-

- 8-a. Explain How should one handle interruptions or distractions while on the phone? (CO5, K2) 6
- 8-b. Explain the importance of active listening in effective verbal communication. Provide examples to illustrate your answer. (CO5, K2) 6

REG:JULY\_DEC-2024