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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, (NIET BUSINESS SCHOOL) GREATER NOIDA**  
**PGDM**

**TRIMESTER-I THEORY EXAMINATION (2024-2025) –(COP)**

**Subject: Intercultural Business Communication**

**Time: 2Hrs.30 min**

**Max. Marks:60**

**General Instructions:**

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

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Explain the key barriers to effective communication. (CO1)         | 1 |
| 1-b. Discuss the key principles of successful oral communication. (CO2) | 1 |
| 1-c. Explain the different types of business reports. (CO3)             | 1 |
| 1-d. Illustrate the different types of meetings (CO4)                   | 1 |
| 1-e. Explain the objectives writing CVs' (CO5)                          | 1 |

2. Attempt **all** parts:-

- |   |   |
|---|---|
| 2.a. Explain the key importance of successful communication.(CO1)   | 2 |
| 2.b. Discuss the principles of successful effective listening.(CO2)   | 2 |
| 2.c. Discuss the different types of presentations and their objectives. (CO3)                               | 2 |
| 2.d. Discuss how has technological advancement impacted business communication networks.(CO4)               | 2 |
| 2.e Explain the difference between ethnocentrism and ethnorelativism in cross-cultural communication. (CO5) | 2 |

**SECTION – B****15**

3. Answer any **three** of the following-

- 3-a. Explain the process of communication and the framework of successful communication. (CO1) 5
- 3-b. Explain the principles of successful communication structure in organization and the importance of non-verbal communication. (CO2) 5
- 3-c. Define business letters and analyse the process of writing routine and persuasive letters. (CO3) 5
- 3-d. Explain the process of writing a CV, and evaluate the importance of interview skills and group discussions in the hiring process. (CO4) 5
- 3-e. Evaluate the importance of understanding cross-cultural values in communication. (CO5) 5

**SECTION – C****30****Case Let & Application Based**

4. Answer any **one** of the following-

- 4-a. Define and analyze the types and roles of communication in an organization. Explain the framework of communication and its purpose. (CO1) 6
- 4-b. Discuss the role of communication structure in an organization in crisis communication. Identify barriers to communication and explain how they can be overcome. (CO1) 6

5. Answer any **one** of the following-

- 5-a. Explain the principles of successful oral communication and analyze the importance of conversation control in ensuring effective communication. (CO2) 6
- 5-b. Evaluate the role of non-verbal communication, particularly kinesics, voice modulation, and expression, in enhancing oral communication. (CO2) 6

6. Answer any **one** of the following-

- 6-a. Provide examples of routine and persuasive business letters and when each type should be used. (CO3) 6

- 6-b. Illustrate the key elements involved in designing an effective business presentation. Also how can advanced visual aids be incorporated to enhance the presentation's impact. (CO3) 6
- 7. Answer any **one** of the following-
  - 7-a. Define and explain how can a well-written CV impact the chances of securing an interview. (CO4) 6
  - 7-b. Evaluate the importance of planning and conducting effective meetings. Discuss the key meeting etiquettes that ensure successful communication.(CO4) 6
- 8. Answer any **one** of the following-
  - 8-a. Analyze how the ethnocentrism and ethno-relativism concepts affect interpersonal relationships in a multicultural workplace. (CO5) 6
  - 8-b. Identify and describe the role, functions, and guidelines for conducting an effective group discussion (GD). (CO5) 6