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

PGDM(Standard)

SEM: I - THEORY EXAMINATION (2024-2025) (COP)

Subject: Business Communication for Managers

Time: 2hrs 30mins

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 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 primary objectives of effective communication in a professional setting. (CO1, K2) | 1 |
| 1-b. Explain why clarity of speech important in oral communication? (CO2,K2) | 1 |
| 1-c. List the main purposes on writing reports in professional context.(CO3, K1) | 1 |
| 1-d. Explain the essential qualities of an effective presenter.(CO4, K2) | 1 |
| 1-e. Mention the essential components of a well-structured CV. (CO5,K2) | 1 |

2. Attempt all parts:-

- | | |
|--|---|
| 2.a. List the key qualities evaluated during a group discussion. (CO1, K2) | 2 |
| 2.b. Discuss the primary elements of a successful presentation.(CO2, K3) | 2 |

- 2.c. Explain the essential stages of the communication process.(CO3, K3) 2
- 2.d. State how active listening important for successful communication (CO4, K4) 2
- 2.e. Design the key steps to prepare for an effective presentation.(CO5, K4) 2

SECTION – B

15

3. Answer any THREE of the following-

- 3-a. State how formal communication differ from informal communication in organization. (CO1, K2) 5
- 3-b. Explain the difference between upward, downward and horizontal communication. (CO2, K2) 5
- 3-c. Illustrate how can communication policies improve efficiency in an organization. (CO3, K2) 5
- 3-d. Appraise do feedback consider a critical element of communication. (CO4, K4) 5
- 3-e. Prepare the key considerations when delivering negative messages.(CO5, K2) 5

SECTION – C

30

4. Answer any one of the following-

- 4-a. List how documentation is important in business transactions. (CO1, K1) 6
- 4-b. Explain how does noise disrupt the communication process and how it can be minimized.(C1, K3) 6

5. Answer any one of the following-

- 5-a. Discuss the similarities and differences in tone between business letters and reports. (CO2, K4) 6
- 5-b. Describe the common psychological barriers to communication. (CO2, K2) 6

6. Answer any one of the following-

- 6-a. Illustrate the reasons as the importance to balance assertiveness and respect in a group discussion. (CO3, K3) 6
- 6-b. Illustrate the primary benefits of written communication in a business setting. (CO3, K2) 6

7. Answer any one of the following-

7-a. Demonstrate how can body language influence the impression you make during interview. CO4, K4) 6

7-b. Elaborate the importance of visual elements like charts and tables that can enhance the readability of a report. (CO4, K3) 6

8. Answer any one of the following-

8-a. Develop in detail as how has email transformed business communication in terms of speed and accessibility. (CO5, K4) 6

8-b. Prepare the primary differences in structure between short reports and long reports. (CO5, K3) 6