

Printed page: 03

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Standard)

TRIMESTER: I - THEORY EXAMINATION (2024-2025)

Subject - Basics of Communication for Managers

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. List the key differences between verbal and non-verbal communication, and what are their respective uses and limitations in a professional setting. (CO1, K1) **1**
- 1-b. Discuss how can technical vocabulary enhance clarity and precision in formal communication like reports and emails. (CO2, K2) **1**
- 1-c. Illustrate why is active listening important in both formal and informal conversations. (CO3, K2) **1**
- 1-d. Identify the first step in planning a successful presentation. (CO4, K2) **1**
- 1-e. Sketch the key sections to include when developing a resume. (CO5, K3) **1**

2. Attempt all parts:-

- 2.a. Describe the concept of a communication network in an organization and its importance in facilitating effective information exchange. (CO1, K1) 2
- 2.b. Explain the role of technical vocabulary in formal communication, such as emails and reports, and provide examples of commonly used technical terms. (CO2, K2) 2
- 2.c. Identify the purpose of listening in a conversation and give examples of how listening can be effective in both formal and informal settings. (CO3, K2) 2
- 2.d. Prepare and plan a presentation to ensure it effectively conveys your message. (CO4, K3) 2
- 2.e. Show the importance of tailoring your resume for each job application. (CO5, K4) 2

SECTION – B

15

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

- 3-a. Describe the process of communication, highlighting the differences between formal and informal communication with examples. (CO1, K2) 5
- 3-b. Explain technical vocabulary, and why is it important in formal communication. (CO2, K2) 5
- 3-c. Illustrate the benefits of effective listening in academic settings. How does it help students during lectures or presentations. (CO3, K3) 5
- 3-d. Prepare the some key points to keep in mind while designing the visual elements of a presentation. (CO4, K3) 5
- 3-e. State some common mistakes to avoid when preparing for an interview. (CO5, K1) 5

SECTION – C

30

Case Let & Application Based

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

- 4-a. Describe the key components of the communication process, and how do they ensure effective interaction in an organizational setting. (CO1, K2) 6

- 4-b. Explain the scope of verbal and non-verbal communication in an organization, highlighting their uses and limitations. (CO1, K2) 6
5. Answer any **one** of the following- 6
- 5-a. Identify the difference between active voice and passive voice. Can you give an example of each. (CO2, K1) 6
- 5-b. Discuss why is it important to use synonyms in writing. Can you provide an example of a synonym for the word "important". (CO2, K2) 6
6. Answer any **one** of the following- 6
- 6-a. Evaluate the role of listening in academic settings, such as listening to lectures or talks. How does good listening contribute to better learning? (CO3, K5) 6
- 6-b. Identify some common barriers to listening in a conversation. How can these barriers be overcome. (CO3, K2) 6
7. Answer any **one** of the following- 6
- 7-a. Justify why is it important to structure your presentation with an introduction, body, and conclusion. (CO4, K5) 6
- 7-b. Show how can using visuals, like slides or charts, improve your presentation. (CO4, K3) 6
8. Answer any **one** of the following- 6
- 8-a. Show how should you update your LinkedIn profile to make it more appealing to potential employers. (CO5, K3) 6
- 8-b. Show why is it important to have a clear and concise objective in your resume. (CO5, K3) 6