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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Standard)

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

Subject – Professional 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 evaluate /checked.*

SECTION – A**15****1. Attempt all parts:-**

- | | |
|--|---|
| 1-a. Explain why is professional etiquette important when communicating at work. (CO1, K2) | 1 |
| 1-b. Identify why is proofreading important when writing business correspondence. (CO2, K2) | 1 |
| 1-c. Illustrate why is audience analysis important when speaking in professional situations. (CO3, K3) | 1 |
| 1-d. Justify how can social networking help in making professional contacts. (CO4, K5) | 1 |
| 1-e. State how does body language influence the impression you make in interviews. (CO5, K1) | 1 |

2. Attempt all parts:-

- | | |
|--|---|
| 2.a. Describe how does effective communication in small groups contribute to team success. (CO1, K1) | 2 |
| 2.b. Identify why is it important to analyze your audience before writing business correspondence. (CO2, K1) | 2 |

- 2.c. Indicate how does context-based speaking differ between general and professional situations. (CO3, K2) 2
- 2.d. Justify some advantages of using social networking for professional growth. (CO4, K5) 2
- 2.e Show why is it important to learn the right body language during interviews. (CO5, K4) 2

SECTION – B

15

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

- 3-a. Explain why is listening an important aspect of workplace communication. (CO1, K2) 5
- 3-b. List what role does research play in composing a well-informed business report. (CO2, K1) 5
- 3-c. Indicate why is audience analysis essential when preparing for a presentation or speech. (CO3, K2) 5
- 3-d. What are the key social media channels used for professional networking, and when should you use each. (CO4, K1) 5
- 3-e. Recognize why is dressing appropriately important for making a positive first impression. (CO5) 5

SECTION – C

30

Case Let & Application Based

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

- 4-a. List some strategies for communicating effectively across different cultures. (CO1, K1) 6
- 4-b. Explain how can virtual meetings differ from face-to-face meetings in terms of etiquette. (CO1, K2) 6

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

- 5-a. Explain how does revising and proofreading improve the clarity and effectiveness of business communication. (CO2, K2) 6
- 5-b. Discuss the key components of a professional email message in a business setting. (CO2, K2) 6

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

- 6-a. Indicate the strategies can you use to handle unexpected questions during a presentation. (CO3, K2) 6
- 6-b. Identify how does using the right vocabulary enhance communication in professional settings. (CO3, K2) 6

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

- 7-a. Relate some tips and tricks for optimizing your LinkedIn profile for career advancement. (CO4, K1) 6
- 7-b. Justify how do cultural influences impact communication and behavior in the workplace. (CO4, K5) 6
- 8. Answer any **one** of the following-
 - 8-a. State how do NLP techniques help in improving your confidence and speech control. (CO5, K1) 6
 - 8-b. Write some key interview etiquette practices to follow to leave a positive impression. (CO5, k3) 6