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

MBA

SEM: I - THEORY EXAMINATION (2025 - 2026)

Subject: Business Communication

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

1-a. Upward communication flows from: (CO1 - K1)

1

- (a) Superiors to subordinates
- (b) Subordinates to superiors
- (c) Peers to peers
- (d) External to internal

1-b. Noise in communication refers to: (CO1 - K2)

1

- (a) Loud sounds only
- (b) Any interference
- (c) Silence
- (d) Technical terms

1-c. A memo is typically used for: (CO2 - K2)

1

- (a) External communication
- (b) Formal contracts
- (c) Internal communication
- (d) Legal agreements

1-d. Effective feedback should be: (CO2 - K2)

1

- (a) Delayed
- (b) Vague
- (c) Specific and timely
- (d) Critical only

1-e. Haptic Communication refers to.....(CO3 - K2)

1

- (a) Communication through touch
 - (b) Communication through smell
 - (c) Communication through taste
 - (d) Communication through light
- 1-f. What is 'artifacts' in non-verbal communication? (CO3 - K2) 1
- (a) Personal objects and accessories
 - (b) Voice qualities
 - (c) Facial expressions
 - (d) Body postures
- 1-g. Cross-cultural communication requires: (CO4 - K1) 1
- (a) Ignoring differences
 - (b) Cultural sensitivity
 - (c) Using one language only
 - (d) Avoiding foreigners
- 1-h. Team communication involves: (CO4 - K1) 1
- (a) Individual work only
 - (b) Sharing information among team members
 - (c) Working in isolation
 - (d) Avoiding discussions
- 1-i. Video conferencing tools include: (CO5 - K1) 1
- (a) Zoom
 - (b) Calculator
 - (c) Fax
 - (d) Typewriter
- 1-j. AI in business communication can help with: (CO5 - K1) 1
- (a) Automated responses
 - (b) Manual typing only
 - (c) Paper filing
 - (d) Avoiding customers

2. Attempt all parts:-

- 2.a. Define business communication. (CO1 - K1) 2
- 2.b. List two types of business letters. (CO2 - K1) 2
- 2.c. Define non-verbal communication. (CO3 - K1) 2
- 2.d. Define crisis communication. (CO4 - K1) 2
- 2.e. List two social media platforms for business. (CO5 - K1) 2

SECTION-B 30

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Explain the communication process with a diagram. (CO1 - K3) 6
- 3.a.(ii) Describe semantic and language barriers with examples. (CO1 - K3) 6

3.b. Answer any one of the following:-	
3.b.(i) Explain the 7Cs of effective communication with examples. (CO2 - K3)	6
3.b.(ii) Describe the structure of a formal business letter. (CO2 - K4)	6
3.c. Answer any one of the following:-	
3.c.(i) Explain different types of non-verbal communication with examples. (CO3 - K3)	6
3.c.(ii) Differentiate between Oral and Written Communication. (CO3 - K4)	6
3.d. Answer any one of the following:-	
3.d.(i) Explain challenges in virtual team communication and solutions. (CO4 - K3)	6
3.d.(ii) Explain reputation management strategies for businesses. (CO4 - K4)	6
3.e. Answer any one of the following:-	
3.e.(i) Explain the role of technology in modern business communication. (CO5 - K3)	6
3.e.(ii) Discuss different social media platforms for business communication. (CO5 - K4)	6
<u>SECTION-C</u>	50
4. Answer any <u>one</u> of the following:-	
4-a. Discuss the major barriers to business communication with examples and suggest strategies to overcome them. (CO1 - K4)	10
4-b. Explain the concept of effective listening and its importance in business communication. (CO1 - K5)	10
5. Answer any <u>one</u> of the following:-	
5-a. Write a letter to the supplier of Haier for demanding the quotation of 50 Air Conditioners required for your organisation. (CO2 - K6)	10
5-b. Design your Resume for the profile of management trainee in your specific area. (CO2 - K6)	10
6. Answer any <u>one</u> of the following:-	
6-a. Make a Report on any Industrial Visit that you have attended so far. (CO3 - K6)	10
6-b. Define Cultural Intelligence. Also describe various techniques for the enhancement of Cultural Intelligence.(CO3 - K3)	10
7. Answer any <u>one</u> of the following:-	
7-a. Analyze the challenges of managing virtual teams across different time zones and cultures. (CO4 - K5)	10
7-b. Discuss the role of communication in conflict resolution and negotiation processes. (CO4 - K2)	10
8. Answer any <u>one</u> of the following:-	
8-a. Evaluate the role of AI and automation in future business communication. (CO5 - K6)	10
8-b. Evaluate the impact of social media on corporate communication and reputation management. (CO5 - K6)	10