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

MBA-IEV

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. Grapevine is an example of: (CO1 - K1)

1

- (a) Formal communication
- (b) Informal communication
- (c) Written communication
- (d) Official communication

1-b. Scope of business communication includes: (CO1 - K2)

1

- (a) Only marketing
- (b) All business functions
- (c) Only finance
- (d) Only HR

1-c. Effective writing should be: (CO2 - K2)

1

- (a) Vague
- (b) Clear and concise
- (c) Wordy
- (d) Technical only

1-d. Report writing involves: (CO2 - K2)

1

- (a) Casual notes
- (b) Structured information presentation
- (c) Personal diary
- (d) Social media posts

1-e. Cover letter should: (CO3 - K2)

1

- (a) Repeat resume
 - (b) Explain why you're suitable
 - (c) List all skills
 - (d) Be very informal
- 1-f. In GD, what is important? (CO3 - K3) 1
- (a) Dominating others
 - (b) Active listening
 - (c) Interrupting
 - (d) Ignoring others
- 1-g. Instant messaging is used for: (CO4 - K1) 1
- (a) Quick communication
 - (b) Slow communication
 - (c) No communication
 - (d) Formal letters only
- 1-h. Paralanguage refers to: (CO4 - K2) 1
- (a) How something is said
 - (b) What is said
 - (c) Written content
 - (d) Digital format
- 1-i. Emerging trends in communication include: (CO5 - K1) 1
- (a) AI tools
 - (b) Stone tablets
 - (c) Pigeon post
 - (d) Smoke signals
- 1-j. Which is a soft skill? (CO5 - K1) 1
- (a) Leadership
 - (b) Accounting
 - (c) Engineering
 - (d) Programming

2. Attempt all parts:-

- 2.a. List two psychological barriers. (CO1 - K1) 2
- 2.b. Define oral communication. (CO2 - K1) 2
- 2.c. Define meeting agenda. (CO3 - K2) 2
- 2.d. Define non-verbal communication. (CO4 - K1) 2
- 2.e. Define conflict management. (CO5 - K1) 2

SECTION-B 30

3. Attempt all parts:-

- 3.a. Answer any one of the following:-
- 3.a.(i) Explain psychological barriers in detail. (CO1 - K2) 6
- 3.a.(ii) Discuss information overload as modern communication barrier. (CO1 - K2) 6

3.b. Answer any one of the following:-	
3.b.(i) Explain the process of effective writing. (CO2 - K2)	6
3.b.(ii) Analyze the importance of listening skills in business. (CO2 - K4)	6
3.c. Answer any one of the following:-	
3.c.(i) Explain meeting management process from planning to follow-up. (CO3 - K2)	6
3.c.(ii) Discuss presentation skills development techniques. (CO3 - K4)	6
3.d. Answer any one of the following:-	
3.d.(i) Explain different types of non-verbal communication with examples. (CO4 - K3)	6
3.d.(ii) Analyze body language importance in business interactions. (CO4 - K4)	6
3.e. Answer any one of the following:-	
3.e.(i) Discuss conflict as opportunity for organizational growth. (CO5 - K2)	6
3.e.(ii) Analyze digital communication etiquette for professional contexts. (CO5 - K4)	6
<u>SECTION-C</u>	50
4. Answer any <u>one</u> of the following:-	
4-a. Differentiate between Oral and Written communication. Also explain 7 C's of Business Communication.(CO1 - K4)	10
4-b. Discuss strategies for improving upward communication in organizations. (CO1 - K6)	10
5. Answer any <u>one</u> of the following:-	
5-a. Discuss the complete process of report writing from planning to presentation. (CO2 - K2)	10
5-b. Analyse different types of business letters with suitable examples. (CO2 - K5)	10
6. Answer any <u>one</u> of the following:-	
6-a. Analyze grievance handling systems in multinational corporations. (CO3 - K4)	10
6-b. Evaluate digital tools for employment communication enhancement. (CO3 - K5)	10
7. Answer any <u>one</u> of the following:-	
7-a. Analyze the evolution from traditional to digital communication channels. (CO4 - K5)	10
7-b. Analyze digital communication tools for remote team collaboration. (CO4 - K4)	10
8. Answer any <u>one</u> of the following:-	
8-a. Evaluate workplace etiquette training programs effectiveness. (CO5 - K5)	10
8-b. Design an email etiquette policy for the organization. (CO5 - K6)	10