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

MBA MF

SEM: I - THEORY EXAMINATION (2025 - 2026)

Subject: Communication for Managers

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. | Identify the basic meaning of business communication (CO1–K2) | 1 |
| | (a) Personal talk | |
| | (b) Exchange of business information | |
| | (c) Casual chatting | |
| | (d) Social media posting | |
| 1-b. | Recognize upward communication in an organization (CO1–K2) | 1 |
| | (a) Manager to worker | |
| | (b) Employee to manager | |
| | (c) Peer to peer | |
| | (d) Public to firm | |
| 1-c. | Select a key purpose of presentation skills in business (CO2–K2) | 1 |
| | (a) Sharing ideas clearly | |
| | (b) Writing letters | |
| | (c) Filing reports | |
| | (d) Sending notices | |
| 1-d. | Select recovery letters as related to (CO2–K2) | 1 |
| | (a) Collecting dues | |
| | (b) Giving apology | |
| | (c) Making enquiry | |
| | (d) Sending memo | |
| 1-e. | Select gestures as a type of (CO3–K2) | 1 |

- (a) Non-verbal communication
 - (b) Oral communication
 - (c) Written communication
 - (d) Visual aid
- 1-f. Select dress code as an example of (CO3–K2) 1
- (a) Appearance
 - (b) Language
 - (c) Listening
 - (d) Writing
- 1-g. Identify conflict in organizations as arising from (CO4–K2) 1
- (a) Misunderstanding
 - (b) Clear goals
 - (c) Feedback
 - (d) Cooperation
- 1-h. Recognize crisis communication as important during (CO4–K2) 1
- (a) Emergencies
 - (b) Routine work
 - (c) Planning
 - (d) Promotion
- 1-i. Identify digital etiquette as related to (CO5–K2) 1
- (a) Online behavior
 - (b) Office layout
 - (c) Dress code
 - (d) Body posture
- 1-j. Select automation in communication as useful for (CO5–K2) 1
- (a) Repetitive tasks
 - (b) Creative writing
 - (c) Decision making
 - (d) Negotiation
2. Attempt all parts:-
- 2.a. Explain semantic barriers with suitable examples (CO1–K2) 2
- 2.b. Explain the importance of audience analysis in presentations (CO2–K2) 2
- 2.c. Describe the role of body language in business (CO3–K2) 2
- 2.d. Describe ethics in business communication (CO4–K2) 2
- 2.e. Describe chatbots in customer communication (CO5–K2) 2

SECTION-B

30

3. Attempt all parts:-

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

- 3.a.(i) Distinguish clearly between formal and informal communication systems (CO1–K4) 6

3.a.(ii)	Describe cultural barriers and their effect on business communication (CO1–K2)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Explain the significance of effective listening in professional communication (CO2–K2)	6
3.b.(ii)	Analyze complaint letters as a tool for customer grievance handling (CO2–K4)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Explain and Analyse the significance of adaptability and its importance in changing work environments (CO3–K4)	6
3.c.(ii)	Examine the role of soft skills in career growth and success (CO3–K3)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Discuss communication practices in virtual work environments (CO4- K2)	6
3.d.(ii)	Explain ethics in business communication (CO4–K2)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Explain the role of AI tools in business communication (CO5–K2)	6
3.e.(ii)	Discuss mobile communication and its impact on business efficiency (CO5–K2)	6
SECTION-C		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Employees rely heavily on informal talks rather than official instructions. Evaluate the impact of informal communication here. (CO1–K4)	10
4-b.	A company launches a new policy without proper explanation, causing resistance. Analyze the communication gap and possible outcomes of the same. (CO1–K4)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Suggest practices to improve meeting effectiveness (CO2–K6)	10
5-b.	Create an email for requesting sponsorship for your inter college fest using the 7 Cs of communication. (CO2–K6)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	A manager avoids eye contact during discussions. Analyze the non-verbal message conveyed (CO3–K4)	10
6-b.	You are at a training session for your team discussing some important updates, but few members are not paying interest and creating disturbance, suggest ways to correct them and suggesting importance of body language also. (CO3–K6)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Virtual teams face coordination issues. Analyze communication challenges involved (CO4–K4)	10
7-b.	Suggest trust-building communication strategies (CO4–K2)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Create and explain dos and don'ts for new interns in your company for virtual meetings (CO5–K6)	10
8-b.	Automation reduces human interaction in communication. Analyze advantages and concerns (CO5–K4)	10