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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY ,GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****(SEM: First Theory Examination (2020-2021))****SUBJECT : COMMUNICATION FOR MANAGERS****Time: 3 Hours****Max. Marks:100****General Instructions:**

- All questions are compulsory. Answers should be brief and to the point.
- This Question paper consists of 02 pages & 8 questions.
- It comprises of three Sections, A, B, and C. You are to attempt all the sections.
- **Section A** - Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- **Section B** - Question No-3 is Long answer type -I question with external choice carrying 6 marks each. You need to attempt any five out of seven questions given.
- **Section C** - Question No. 4-8 are Long answer type -II (within unit choice) questions carrying 10 marks each. You need to attempt any one part a or b.
- Students are instructed to cross the blank sheets before handing over the answer sheet to the invigilator.
- No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION – A

1. **Answer all the parts-** **[10×1=10]** **CO**
- | | | |
|--|-----|------------|
| a.aims at making people work together for the common good of the organization. | (1) | CO1 |
| b.means communicating without words. | (1) | CO2 |
| c.is the full form of the abbreviation SMS. | (1) | CO4 |
| d.is the topic of discussion for a meeting. | (1) | CO5 |
| e. Writing a letter with “ you attitude” means writing..... | (1) | CO3 |
| f. The flow of communication from one level to a lower level is known as..... | (1) | CO1 |
| g. A form of communication in which people ask and answer questions. | (1) | CO5 |
| h.reports provides information without evaluation. | (1) | CO3 |
| i. Is a form of business letter. | (1) | CO3 |
| j.helps in discussing problems via internet. We can conduct meeting in this manner. | (1) | CO4 |
2. **Answer all the parts-** **[5×2=10]** **CO**
- | | | |
|--|-----|------------|
| a. “Communication is a two-way process”. Explain | (2) | CO1 |
| b. List the seven “C”. | (2) | CO2 |
| c. Explain is effective listening. | (2) | CO3 |
| d. State the use of Office memo. | (2) | CO2 |
| e. List the various is routine reports. | (2) | CO3 |

SECTION – B

3. **Answer any five of the following-** **[5×6=30]** **CO**
- | | | |
|---|-----|------------|
| a. Briefly explain the barriers to effective communication and the ways to overcome them. | (6) | CO1 |
| b. Explain the importance of non-verbal communication for a successful communication. | (6) | CO2 |
| c. Explain the types of formal letters. | (6) | CO3 |
| d. List the key factors for a good presentation. Elaborate with examples. | (6) | CO3 |

- | | | | |
|----|--|-----|-----|
| e. | Explain visual aids. | (6) | CO3 |
| f. | Elaborate on how to write a CV with the use of writing skills. | (6) | CO4 |
| g. | Explain video conferencing. Discuss its use in distance mode work structure. | (6) | CO4 |

SECTION – C

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|-----------|---|------------------|-----------|
| 4 | Answer any <u>one</u> of the following- | [5×10=50] | CO |
| a. | Explain the concept of communication. List and explain the types of communication used in an organization. | (10) | CO1 |
| b. | Explain the different types of communication structure followed in different organisation. Make diagrams where ever required. | (10) | CO1 |
| 5. | Answer any <u>one</u> of the following- | | |
| a. | Explain the concept of oral communication. Elaborate the principles of oral communication. | (10) | CO2 |
| b. | List the types of written communication? Explain the principles of effective written communication. | (10) | CO2 |
| 6. | Answer any <u>one</u> of the following- | | |
| a. | Write a business letter along with explaining formal letters. | (10) | CO3 |
| b. | Explain how to make a presentation. Discuss the types of visual supports that can be used to make a presentation effective. | (10) | CO3 |
| 7. | Answer any <u>one</u> of the following- | | |
| a. | Discuss the impact of technological advancement on business communication in the current situation. | (10) | CO4 |
| b. | Explain the concept of internet and intranet. List the use of internet for communication with suitable examples. | (10) | CO4 |
| 8. | Answer any <u>one</u> of the following- | | |
| a. | Case study: A multi-national organisation operates in various countries including Australia, Vietnam, India, Oman, and Nigeria. The organisation manufactures and distributes agricultural equipment to local and international clients. In total the organisation has 8,000 employees in five countries and more than 1 million customers worldwide. The head office is based in Australia. In recent years the organisation is facing several communication challenges.
They include:
1. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.
2. Lack of quality feedback from clients on ways to improve product quality and service delivery
3. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts
Your manager has asked you to develop strategies and plans to improve communication at all levels. In order to complete this task, you will need to review relevant academic literature and case studies to provide evidence and examples. | (10) | CO5 |
| b. | Explain the concept of Business meetings. List the types of meetings that are organized in business. Explain in detail. | (10) | CO5 |