Printed Pag	ge:-	Subject Code:- AMBA0105				
		Roll. No:				
	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA					
	(An Autonomous Institute Affiliated to AKTU, Lucknow)					
	MBA					
SEM: I - CARRY OVER THEORY EXAMINATION - AUGUST 2022						
Subject: Communication for Managers						
Time: 3	Hours	Max. Marks: 100				
General In	structions:					
1. The que	stion paper comprises three sections, A, B, a	nd C. You are expected to answer them as directed.				
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.						
3. Section	B - Question No-3 is based on external choice	e carrying 6 marks each.				
4. Section	C - Questions No. 4-8 are within unit choice	questions carrying 10 marks each.				
5. No shee	t should be left blank. Any written material a	fter a blank sheet will not be evaluated/checked.				
	SECTION	A 20				
1. Attempt	all parts:-					
1-a.	Communication is a(CO1	1				
	(a) one way process.					
	(b) Two way Process					
	(c) three way process.					
	(d) four way process.					
1-b.	The information the receiver gets is called	(CO1)				
	(a) Message					
	(b) Output					
	(c) Input					
	(d) Source					
1-c.	Communication is the of l	business. (CO2)				
	(a) Backbone					
	(b) Life Blood					
	(c) Nervous System					
	(d) Heart					

1-d.	The main objective of communication is(CO2)	1
	(a) information and persuasion.	
	(b) skill and personality development.	
	(c) control and management.	
	(d) Need	
1-e.	Oral communication ensures and (CO3)	1
	(a) fluency; speed	
	(b) adequate attention; immediate response	
	(c) speedy interaction; immediate response	
	(d) speed; attention	
1-f.	As a means of communication, e-mails have features of the immediacy of both and (CO3)	1
	(a) reading, receiving	
	(b) writing, sending	
	(c) calling, receiving	
	(d) receiving, sending	
1-g.	A resume needs conceptualization of your and all into one document. (CO4)	1
	(a) objectives, experiences	
	(b) projects, skills	
	(c) accomplishments, experiences	
	(d) skills, aims	
1-h.	The of the correct channel depends on the situation under which the communication	1
	takes place. (CO4)	
	(a) Choice	
	(b) Chance	
	(c) Change	
	(d) Channel	
1-i.	is the study of touches as non-verbal communication. (CO5)	1
	(a) Gestures	
	(b) Body Language	
	(c) Haptics	
	(d) Prosody	

1-j.	is the person who coordinates the group discussion. (CO5)		1	
	(a) Moderator			
	(b) sender			
	(c) receiver			
	(d) Timekeeper			
2. Attem	pt all parts:-			
2.a.	Define oral communication. (CO1)		2	
2.b.	Define body postures and gestures. (CO2)		2	
2.c.	Explain various advantages of business letters. (CO3)		2	
2.d.	Define personality. (CO4)		2	
2.e.	Describe minutes of the meeting. (CO5)		2	
	SECTION B	30		
3. Answe	er any <u>five</u> of the following:-			
3-a.	Explain the process of business communication. (CO1)		6	
3-b.	Describe formal communication and its disadvantages. (CO1)		6	
3-c.	Explain various qualities of a good speaker. (CO2)		6	
3-d.	Write the application of conversational control skills in business. (CO2)		6	
3.e.	Explain various layouts of Business Letters. (C03)		6	
3.f.	Mention advantages of group discussion. (CO4)		6	
3.g.	Describe various objectives of Business Meetings. (CO5)		6	
	SECTION C	50		
4. Answe	er any one of the following:-			
4-a.	Explain various kinds of communication on the basis of direction. (CO1)		10	
4-b.	Differentiate between formal and informal communication. (CO1)		10	
5. Answe	er any one of the following:-			
5-a.	Explain the importance of body movements in communication. (CO2)		10	
5-b.	Define written communication. Explain the advantages and disadvantages of written communication.		10	
6. Answer any one of the following:-				
6-a.	Describe the various kinds of business reports. (CO3)		10	
6-b.	Explain various mistakes one could commit during presentation. (CO3)		10	

7. Answer	any one of the following:-	
7-a.	Mention different kinds of interview. (CO4)	10
7-b.	Explain the usefulness of technological communication in a business. (CO4)	10
8. Answer	r any one of the following:-	
8-a.	State advantages of sending news release to media. (CO5)	10
8-b.	Describe do and don'ts of meetings. (CO5)	10