Printed Page:-   **Subject Code:- AMBA0105**

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - THEORY EXAMINATION (2022 - 2023)

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.*

<div align="center">

SECTION A   **20**

</div>

1. Attempt all parts:-

1-a.   Attributes of speaking which include the pitch, the tone, the volume, tempo,   1
rhythm, articulation, resonance, nasality and even the accent of the speaker
collectively known as .... (CO1)

        (a) Paralanguage

        (b) Proxemics

        (c) Haptics

        (d) Chronemics

1-b.   Lack of attention is the common _____ of communication. (CO1)   1

        (a) Choice

        (b) Barrier

        (c) Change

        (d) Paralanguage

1-c.   Communication through _____ and _____ is called verbal communication.   1
(CO2)

        (a) written material and gestures

(b) gestures and spoken words

(c) spoken words and written material

(d) body language and gestures

1-d.   _____ of the letter consists of main message. (CO2)   1

(a) Greeting

(b) Body

(c) closing

(d) Heading

1-e.   _____ is a systematic oral exchange of information, views and opinions   1
about a topic, issue, problem or situation among members of a group who
share certain common objectives. (CO3)

(a) Interviews

(b) Group Discussion

(c) Debate

(d) Presentation

1-f.   A report prepared in a prescribed form and presented according to an   1
established procedure is _____ report. (CO3)

(a) Informal

(b) Formal

(c) Neither 'a' or 'b'

(d) All above

1-g.   _____ is the essential aspect of communication. (CO4)   1

(a) enclosure.

(b) letter.

(c) telephone.

(d) feedback.

1-h.   The term 'interview' refers to a conversation between_____. (CO4)   1

(a) Interviewer

(b) Interviewee

(c) Both a and b

(d) None of above

1-i.   Action-oriented _____ should be prepared and circulated after the meeting.   1
(CO5)

(a) Minutes

(b) Agenda

(c) Notice

(d) None of above

1-j.   _____ is the most cost-effective way of building awareness about your business and what you do through the means of media. (CO5)   1

(a) Press Release

(b) Project

(c) Hoardings

(d) None of above

2. Attempt all parts:-

2.a.	Write any two applications of communication in marketing management. (CO1)	2
2.b.	Define haptics. (CO2)	2
2.c.	State the relevance of introductory paragraph in a business letter. (CO3)	2
2.d.	Define VOIP. (CO4)	2
2.e.	Define media management. (CO5)	2

SECTION B   **30**

3. Answer any <u>five</u> of the following:-

3-a.	Consider a situation where an employee is in dilemma of leaving the job due to work stress and no increments. You being an HR of the company, how you will motivate or counsel the employee? (CO1)	6
3-b.	"Silence can indicate hostility". Explain the statement with the help of suitable examples. (CO1)	6
3-c.	Elaborate C.R.I.S.P.E.R in business communication . Explain diagrammatically with the explanation of each variable of C.R.I.S.P.E.R. (CO2)	6
3-d.	"Teaching cannot be made effective with reliance only on oral communication". Justify the statement with the help of examples. (CO2)	6
3.e.	List down various tips for writing an effective business letter. (CO3)	6
3.f.	"Social media advertising is gaining more popularity than TV and newspaper". Elucidate the reasons for the given statement. (CO4)	6
3.g.	Draft an email inviting members for the annual meeting of ABC company. (CO5)	6

SECTION C   **50**

4. Answer any <u>one</u> of the following:-

4-a.	"Silence has different meaning in different situations". Explain the statement with the help of suitable examples. (CO1)	10
4-b.	"Communication is involved in every aspect of business". State the importance of non verbal communication in business. Also, explain the role of communication in different domains and operations of business. (CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	"Communication is directly proportional to inner confidence." Do you agree? Justify your answer. (CO2)	10
5-b.	You are head of HR department of XYZ company. Write a notice to your employees related to compliance of dress code as policy of an organisation. (CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.	"There is an effective way of delivering the message." Write the ways to communicate positive and negative messages with suitable examples. (CO3)	10
6-b.	You are a recruiter of PRS company. Write a negative letter to the candidate informing him that he is not selected in an interview. (CO3)	10

7. Answer any <u>one</u> of the following:-

7-a.	Elucidate the role of technological communication in a business. Also highlight the challenges that organisations are facing post COVID. (CO4)	10
7-b.	Explain the skills that are evaluated in a group discussion. Write the tips that can make group discussion more effective. List down do's and don'ts of a GD. (CO4)	10

8. Answer any <u>one</u> of the following:-

8-a.	"Minutes of the meeting is essential part of any business meeting" . Justify the statement. Also explain the relevance of agenda and schedule of the meeting. (CO5)	10
8-b.	Draft an invitation for inviting press media for an upcoming event of your institute. (CO5)	10