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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - CARRY OVER THEORY EXAMINATION JUNE 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.

SECTION A

20

1. Attempt all parts:-

- 1-a. is the study of touches as non-verbal communication. (CO1) 1
- (a) Gestures
- (b) Body Language
- (c) Haptics
- (d) Prosody
- 1-b. is the person who coordinates the group discussion. (CO1) 1
- (a) Moderator
- (b) sender
- (c) receiver
- (d) Timekeeper
- 1-c. and..... are acted as barriers to communication. (CO2) 1
- (a) semantic distortions, lack of planning
- (b) sender, receiver
- (c) channel, message

- (d) feedback, sender
- 1-d. The primary goal of communication is to _____. (CO2) 1
- (a) to create barriers
 - (b) to create noises
 - (c) to effect a change
 - (d) none of these
- 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. _____ refers to the amount of space that individuals naturally maintain between each other. (CO3) 1
- (a) Proxemics
 - (b) Time language
 - (c) Paralanguage
 - (d) None
- 1-g. The information the receiver gets is called..... (CO4) 1
- (a) Message
 - (b) Output
 - (c) Input
 - (d) Source
- 1-h. Colours also have a _____ effect. (CO4) 1
- (a) psychological.
 - (b) physiological.
 - (c) sociological.
 - (d) socio psychological.
- 1-i. Meetings enable face to face contact of number of people at the same (CO5) 1
- (a) Time
 - (b) Cost
 - (c) Feedback
 - (d) None of above

- 1-j. should be convened only when no telephonic discussion is possible. 1
(CO5)
- (a) Report
 - (b) Debate
 - (c) Meetings
 - (d) None of above

2. Attempt all parts:-

- 2.a. Differentiate between written communication and oral communication. (CO1) 2
- 2.b. Define touch language. (CO2) 2
- 2.c. Define letter head. (CO3) 2
- 2.d. Define Perception. (CO4) 2
- 2.e. Define media management. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Draw a communication structure of an organisation. (CO1) 6
- 3-b. Explain various conditions where informal communication could be useful. (CO1) 6
- 3-c. Explain the effective writing . write the principle of effective writing. (CO2) 6
- 3-d. Explain various types of written communication.(CO2) 6
- 3.e. List down various tips for writing an effective business letter. (CO3) 6
- 3.f. "Craze of social media is growing on a continuous basis" Justify the above statement. (CO4) 6
- 3.g. Explain applications of conferences. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. State various kinds of barriers in business communication. (CO1) 10
- 4-b. State the difference between downward and upward communication. (CO1) 10

5. Answer any one of the following:-

- 5-a. State applications of business communication. (CO2) 10
- 5-b. Give examples of written communication used in organisation. (CO2) 10

6. Answer any one of the following:-

- 6-a. Describe various characteristics of business reports. (CO3) 10

6-b. Explain different applications of business letters. (CO3) 10

7. Answer any one of the following:-

7-a. Explain don'ts related to non verbal communication while appearing in an Interview. (CO4) 10

7-b. Describe the role of communication during interview. (C04) 10

8. Answer any one of the following:-

8-a. Explain different kinds of meetings. (CO5) 10

8-b. Describe various functions and objectives of Business Meetings. (CO5) 10

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