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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: I - CARRY OVER THEORY EXAMINATION - JUNE 2023

Subject: Professional Communication and Management Principles

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. Physical Barrier to communication means: (CO1) 1
- (a) Barrier due to surrounding
 - (b) Barrier due to noise in channel
 - (c) Barrier due to failure of equipment
 - (d) All of these
- 1-b. How do people become good communicators? (CO1) 1
- (a) by birth
 - (b) by thorough learning
 - (c) by imitation
 - (d) None of these
- 1-c. _____ is a process used to comprehend the whole text. (CO2) 1
- (a) Skimming
 - (b) Scanning
 - (c) Churning

- (d) Assimilation
- 1-d. _____ are used to depict circuits etc. (CO2) 1
- (a) Graphs
 - (b) Pie charts
 - (c) Diagrams
 - (d) line diagrams
- 1-e. What do we call somebody who loves mankind? (CO3) 1
- (a) Philanthropist
 - (b) Manifest
 - (c) Versatile
 - (d) Kind-hearted
- 1-f. Fill in the correct form of verbs given in the bracket: (CO3) 1
John's friend has been _____ (catch) fish for hours altogether.
- (a) catches
 - (b) catching
- 1-g. Which of the following problems is commonly faced during speaking? (CO4) 1
- (a) lack of confidence
 - (b) lack of preparedness
 - (c) time pressure
 - (d) unavailability of audio-visual aids
- 1-h. The tone of the speaker should be... (CO4) 1
- (a) Loud
 - (b) Clear
 - (c) Low
 - (d) Soft
- 1-i. A manager who possesses knowledge of the processes, equipment, and potential problems of an industry would possess what type of managerial skill? (CO5) 1
- (a) technical
 - (b) administrative
 - (c) interpersonal
 - (d) organizational
- 1-j. The selection of the best alternative from many alternatives is known 1

as _____. (CO5)

- (a) selection
- (b) decision-making
- (c) organizing
- (d) budgeting

2. Attempt all parts:-

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|------|--|---|
| 2.a. | Differentiate between intrapersonal communication and interpersonal communication. (CO1) | 2 |
| 2.b. | Why do you think pictures, diagrams and drawings are used in business communication? (CO2) | 2 |
| 2.c. | What is an antonym? (CO3) | 2 |
| 2.d. | Do gestures help you understand others and express yourself? Justify your answer. (CO4) | 2 |
| 2.e. | What is the need of corporate planning? (CO5) | 2 |

SECTION B

30

3. Answer any five of the following:-

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|------|---|---|
| 3-a. | Discuss any three types of body language. What are the effective tips to use body language at the workplace or interview? (CO1) | 6 |
| 3-b. | What are the objectives of technical communication? (CO1) | 6 |
| 3-c. | How does the visual representation help in understanding the information quickly? (CO2) | 6 |
| 3-d. | Discuss any four techniques of effective listening. (CO2) | 6 |
| 3.e. | Unity and coherence are very important to give meaning to a paragraph. Comment on the statement highlighting the importance of these two components in paragraph writing. (CO3) | 6 |
| 3.f. | 'Accent is an important part of communication.' Do you agree or disagree with the statement? Give reasons. (CO4) | 6 |
| 3.g. | What do you think is the purpose for conducting selection interviews? (CO5) | 6 |

SECTION C

50

4. Answer any one of the following:-

- | | | |
|------|---|----|
| 4-a. | What is 'Grapevine communication'? What is the significance of the grapevine in organizational communication? (CO1) | 10 |
| 4-b. | Briefly explain the process of communication. (CO1) | 10 |

5. Answer any one of the following:-

- 5-a. Discuss briefly some of the strategies you can use to improve your reading comprehension. (CO2) 10
- 5-b. What are the barriers to listening? Discuss some of the tips to overcome these barriers? (CO2) 10

6. Answer any one of the following:-

- 6-a. You are M. Kumar and you want to apply for the post of a Marketing Manager in a reputed MNC. Apply for the vacancy and attach your Resume. (CO3) 10
- 6-b. Discuss some of the methods of paragraph construction? (CO3) 10

7. Answer any one of the following:-

- 7-a. What are the steps required to make an effective presentation? Discuss. (CO4) 10
- 7-b. Write a note on 'Neutral Accent training.' (CO4) 10

8. Answer any one of the following:-

- 8-a. What is the scope of Control? Discuss various techniques of Control. (CO5) 10
- 8-b. Discuss some of the major challenges the Business/Industry has to face in the initial stages. (CO5) 10