..... usually comes between Salutation and body of the business letter. 1-c. 1 (CO3)

- (a) Glossary
- (b) Subject

Time: 2.5 Hours

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.*

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA (An Autonomous Institute Affiliated to AKTU, Lucknow)

> **MBA** (Integrated) SEM: II - THEORY EXAMINATION (2022-2023) **Subject: Business Communication**

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.

1. Attempt all parts:-

..... is the study of touch in non-verbal communication. (CO1) 1-a.

- (a) Gestures
- (b) Body Language

(c) Haptics

(d) Prosody

1-b. Which of the following is not a compulsory part of a business letter? (CO2)

- (a) Salutation
- (b) Close

(c) Attention line

(d) None of above

SECTION A

Printed Page:- 03

Max. Marks: 60

15

1

1

Subject Code:- AMIBA0201

Roll. No:

	(c) CC		
	(d) Memo		
1-d.	A is also known as a cover letter. (CO4)	1	
	(a) sales Letter		
	(b) Application Letter		
	(c) Resume		
	(d) None		
1-e.	Social media requires (CO5)	1	
	(a) Internet		
	(b) Nonverbal communication		
	(c) Time and cost		
	(d) None of above		
2. Attempt all parts:-			
2.a.	Give some examples of color communication. (CO1)	2	
2.b.	Highlight the process of business communication. (CO2)	2	
2.c.	Write the salutation examples for business letter. (CO3)	2	
2.d.	Briefly explain 'presence of mind'. (CO4)	2	
2.e.	Explain various applications of press conference. (CO5)	2	
	SECTION B	15	
3. Answer any <u>three</u> of the following:-			
З-а.	Explain 7 C's of Business Communication. (CO1)	5	
3-b.	"Verbal communication is impossible without nonverbal" .Do you agree with this statement? Justify your opinion. (CO2)	5	
3.c.	Define business report. Explain the limitations of a business report. (CO3)	5	
3.d.	Elucidate the impact of technological advancement on business communication networks. (CO4)	5	
3.e.	Describe objectives of a press release. Draft a press release. (CO5)	5	
	SECTION C	30	
4. Answer any <u>one</u> of the following:-			
4-a.	Draw and explain the flowchart of communication process. (CO1)	6	
4-b.	"Silence can indicate hostility" Explain this with relevant example. (CO1)	6	
5. Answer any <u>one</u> of the following:-			

•

5-a.	Every product/brand have a tagline. Apart from the existing ones, create taglines of any 5 products of your choice. (CO2)	6	
5-b.	Design a sample hoarding for any product of your choice. (CO2)	6	
6. Answer any <u>one</u> of the following:-			
6-a.	Explain digrammatically the different forms of layout of business letters. (CO3)	6	
6-b.	State any 10 tips for making an effective presentation. (CO3)	6	
7. Answer any <u>one</u> of the following:-			
7-a.	"Craze for social media is growing at an exponential rate". State the reasons and ways to deal with the stated challenges. (CO4)	6	
7-b.	Explain the various types of of job interviews. (CO4)	6	
8. Answer any <u>one</u> of the following:-			
8-a.	Describe some tips for writing a press release. (CO5)	6	
8-b.	State the difference between conference, seminar, and workshop with the help of relevant examples. (CO5)	6	
	2022-23 Jan-		

•