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

**MBA**

**SEM: I - THEORY EXAMINATION (2023-2024)**

**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**

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1. Attempt all parts:-

- 1-a. .... is the study of touches as per non-verbal communication. (CO1) 1
- (a) Gestures
  - (b) Body Language
  - (c) Haptics
  - (d) Prosody
- 1-b. The first step in planning a report is to: (CO1) 1
- (a) prepare a work plan.
  - (b) define the problem.
  - (c) limit the scope of the study.
  - (d) outline the issues for investigation.
- 1-c. One characteristic of a memo is: (CO2) 1
- (a) Formal
  - (b) Tool for external communication
  - (c) Concise
  - (d) Pretentious
- 1-d. Which of the following combination is /are example/s of written communication? (CO2) 1
- (a) Letters and voicemail
  - (b) Reports and email

- (c) Circulars and voicemail
- (d) All the above.
- 1-e. Unclarified assumptions in communication can lead to \_\_\_ and \_\_\_. (CO3) 1
- (a) premature evaluation, poor listening
- (b) lack of planning, physical barriers
- (c) information overload, selective perception
- (d) confusion, misunderstanding
- 1-f. \_\_\_\_\_ is a systematic oral exchange of information, views and opinions about a topic, issue, problem or situation among members of a group who share certain common objectives. (CO3) 1
- (a) Interviews
- (b) Group Discussion
- (c) Debate
- (d) Presentation
- 1-i. Meeting should be closed on a ..... note. (CO4) 1
- (a) Pleasant
- (b) Sad
- (c) Timely
- (d) None of above
- 1-g. Facial expressions and gestures are examples of \_\_\_\_\_. (CO4) 1
- (a) Verbal Communication
- (b) Non verbal communication
- (c) Informal Communication
- (d) formal communication
- 1-j. The person calling the ..... usually makes an announcement or statement first then allows reporters to ask questions. (CO5) 1
- (a) Press conference
- (b) Team breifing
- (c) Project
- (d) None of above
- 1-h. \_\_\_\_\_ is an authoritative communication. (CO5) 1
- (a) Order
- (b) Advice
- (c) Persuasion
- (d) Counseling

2. Attempt all parts:-

- 2.a. Write any two applications of communication in marketing. (CO1) 2
- 2.b. Define proof reading. (CO2) 2

- 2.c. Define primary data. (CO3) 2
- 2.d. Define personality. (CO4) 2
- 2.e. Define social media marketing. (CO5) 2

### **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Explain the role of culture in communication. Give some examples of cross-cultural barriers. (CO1) 6
- 3-b. "Packaging of a product could be considered as a non verbal communication". Justify. (CO1) 6
- 3-c. Explain various types of written communication with examples. (CO2) 6
- 3-d. "Teaching can't be done through oral communication alone." Justify the statement. (CO2) 6
- 3.e. "Business report is a upward flow of communication." Elaborate the statement. (CO3) 6
- 3.f. "Appraisal of employees cant be possible without effective communication." Justify the statement. (CO4) 6
- 3.g. Formulate a mail regarding inviting a candidate for a Job interview. (CO5) 6

### **SECTION-C**

50

4. Answer any one of the following:-

- 4-a. List down various activities that can enhance the oral communication. (CO1) 10
- 4-b. Suggest any ten practices related to enhancement of confidence among the MBA students. (CO1) 10

5. Answer any one of the following:-

- 5-a. State applications of business communication with the help of relevant examples. (CO2) 10
- 5-b. "Informal communication accelerates the process of communication." Justify the statement. (CO2) 10

6. Answer any one of the following:-

- 6-a. Write the ways to communicate positive and negative messages with suitable examples. (CO3) 10
- 6-b. Draft a quotation letter demanding price quote of a product. (CO3) 10

7. Answer any one of the following:-

- 7-a. Suggest any ten GD Topics based on latest news. (CO4) 10
- 7-b. List down any 10 current issues for panel discussion in the college. (CO4) 10

8. Answer any one of the following:-

- 8-a. Describe the various techniques to deal with negative publicity. (CO5) 10
- 8-b. "Minutes of the meeting is essential part of any business meeting." Justify the statement with examples. (CO5) 10