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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**(An Autonomous Institute Affiliated to AKTU, Lucknow)****MASTERS OF COMPUTER SCIENCE (MCA)****(SEM: First Theory Examination (2020-2021))****Subject Name: Principles of Communication and Management****Time: 3 Hours****Max. Marks:100****General Instructions:**

- All questions are compulsory. Answers should be brief and to the point.
- This Question paper consists of 02 pages & 08 questions.
- It comprises of three Sections, A, B, and C. You are to attempt all the sections.
- **Section A** - Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
- **Section B** - Question No-3 is Long answer type -I question with external choice carrying 6 marks each. You need to attempt any five out of seven questions given.
- **Section C** - Question No. 4-8 are Long answer type -II (within unit choice) questions carrying 10 marks each. You need to attempt any one part a or b.
- Students are instructed to cross the blank sheets before handing over the answer sheet to the invigilator.
- No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION – A

1. **Answer all the parts-** **[10×1=10]** **CO**
- | | | |
|--|-----|------|
| a. The term “communis” is derived from ___ word. | (1) | CO 1 |
| b. Physical Barriers to communication are _____. | (1) | CO 1 |
| c. Gossip and rumour are part of _____communication. | (1) | CO 2 |
| d. Written communication doesn't includes_____. | (1) | CO 2 |
| e. While giving an interview, be _____ in your salary expectations | (1) | CO 3 |
| f. In..... speakers' choice of words unintentionally communicates something more than what the actual words state. | (1) | CO 3 |
| g. POSDCORB _____. | (1) | CO 4 |
| h. Henry Fayol laid down_____Principles. | (1) | CO 4 |
| i. The first and foremost function of management is _____. | (1) | CO 5 |
| j. The assumptions about future derived from forecasting and used in planning are known as_____. | (1) | CO 5 |
2. **Answer all the parts-** **[5×2=10]** **CO**
- | | | |
|---|-----|------|
| a. Mention the importance of Communication. | (2) | CO 1 |
| b. What are the various contents of an Email? | (2) | CO 2 |
| c. List out the key points of a GD. | (2) | CO 3 |
| d. Distinguish between Management and Administration. | (2) | CO 4 |
| e. What do you mean by Procedures? | (2) | CO 5 |

SECTION – B

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|--|-----------------|-----------|
| 3. Answer any <u>five</u> of the following- | [5×6=30] | CO |
| a. Enumerate the various Principles of Communication. | (6) | CO 1 |
| b. Explain the role of Prefixes & Suffixes in Written Communication. | (6) | CO 2 |
| c. Describe Kinesics with reference to communication. | (6) | CO 3 |
| d. Mention the Scope of Management. | (6) | CO 4 |
| e. Explain the process of Management | (6) | CO 4 |
| f. List out and explain the various methods of Recruitment. | (6) | CO 5 |
| g. Elucidate Maslow's Hierarchical Need Theory. | (6) | CO 5 |

SECTION – C

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|---|------------------|------|
| 4 Answer any <u>one</u> of the following- | [5×10=50] | |
| a. Briefly explain the Process of Communication. | (10) | CO 1 |
| b. List out and explain the Barriers of Communication and what are the measures to overcome those Barriers. | (10) | CO 1 |
| 5. Answer any <u>one</u> of the following- | | |
| a. Discuss about the various Requisites of a Good Sentence. | (10) | CO 2 |
| b. Write a brief note about the Basics of letter writing. | (10) | CO 2 |
| 6. Answer any <u>one</u> of the following- | | |
| a. Write an essay about the Components of Effective Speaking. | (10) | CO 3 |
| b. Mention and elaborately explain the dos and don'ts of facing an Interview. | (10) | CO 3 |
| 7. Answer any <u>one</u> of the following- | | |
| a. Elucidate the Contribution of Henry Fayol to Management. | (10) | CO 4 |
| b. Explain in depth about Hawthorne Studies. | (10) | CO 4 |
| 8. Answer any <u>one</u> of the following- | | |
| a. Discuss about the types of Organizational Structures. | (10) | CO 5 |
| b. Explain the various steps in Controlling Process. | (10) | CO 5 |