Printed	d Page:- 03 Sub	ject Code:- AMIBA0201			
	Rol	l. No:			
NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA					
(An Autonomous Institute Affiliated to AKTU, Lucknow)					
MBA (Integrated)					
SEM: II - THEORY EXAMINATION (2023 - 2024)					
Time:	Subject: Business Con : 2.5 Hours	Max. Marks: 60			
	al Instructions:	Wax. Warks. 00			
	erify that you have received the question paper w	with the correct course, code, branch etc.			
	Question paper comprises of three Sections				
Question	ns (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.					
	me suitable data if necessary.	C'L'			
-	rably, write the answers in sequential order.				
	sheet should be left blank. Any written m	aterial after a blank sheet will not be			
evaluated	ed/checked.				
	SECTION A	15			
1. Atten	mpt all parts:-				
1-a.	is the process of conveying	information between two or more 1			
	people. (CO1)				
	(a) Communication				
	(b) letter				
	(c) Report				
	(d) Essay				
1-b.	Lack of attention is the commonof co	ommunication.(CO2) 1			
	(a) Choice				
	(b) Barrier				
	(c) Change				
	(d) Paralanguage				
1-c.	The following is (are) non-verbal communi	cation. (CO3)			
	(a) Facial expression				
	(b) Appearance				

	(c) Posture	
	(d) All of the above	
1-d.	tells how our body communicates.(CO4)	1
	(a) Kinesics	
	(b) Proxemics	
	(c) Paralanguage	
	(d) Time language	
1-e.	Minutes of the meeting should be in form ofcommunication. (CO5)	1
	(a) Oral	
	(b) Written	
	(c) Non verbal	
	(d) None of above	
2. Atte	empt all parts:-	
2.a.	Define Gestures.(CO1)	2
2.b.	Explain effective listening.(CO2)	2
2.c.	Define letter head. (CO3)	
2.d.	Describe the role of voice pitch in GD. (CO4)	2
2.e.	Define meetings. (CO5) SECTION B	15
3. Ans	wer any <u>three</u> of the following:-	
3-a.	Discuss five different ways to avoid semantic barriers. (CO1)	5
3-b.	Elaborate five ideas to improve oral communication. (CO2)	5
3.c.	Explain various mistakes one could commit during presentation. (CO3)	5
3.d.	Elucidate the impact of technological advancement on business communication networks. (CO4)	5
3.e.	Explain applications and scope of a business meeting. (CO5)	5
	SECTION C	30
4. Ans	wer any <u>one</u> of the following:-	
4-a.	A proper communication structure can solve many problems. Comment. (CO1)	6
4-b.	Draw and explain the flowchart of communication process. (CO1)	E
	wer any <u>one</u> of the following:-	
5-a.	Explain the importance of understanding of non-verbal language when dealing	6

5-b.	Explain 3X3 Business writing Process. (CO2)	6
6. Answ	er any <u>one</u> of the following:-	
6-a.	Describe various techniques that can be used to overcome the flaws of presentation. (CO3)	6
6-b.	Make two different forms of layout of business letters with all the details. (CO3)	6
7. Answ	er any <u>one</u> of the following:-	
7-a.	"Selection of employees is not possible without communication." Justify. (CO4)	6
7-b.	COVID-19 has changed the functioning of organisations. Explain the impact of COVID-19 on business communication. (CO4)	6
8. Answ	er any <u>one</u> of the following:-	
8-a.	Describe some tips for writing a press release. (CO5)	6
8-b.	Describe 10 golden rules of meetings. (CO5)	6

with diverse workforce. (CO2)