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Subject Code:- BSPGDT102

Roll. No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: I - THEORY EXAMINATION (November -2024)

Subject: Business Communication For Managers

Time: 2.5 Hours

Max. Marks: 60

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**

15

1. Attempt all parts:-

1-a. \_\_\_\_\_ is a visual aid in a presentation. (CO1, K1) 1

- (a) It doesn't matter in a professional setting
- (b) It boosts confidence and creates a positive impression
- (c) It's a waste of time
- (d) It's only important for certain professions

1-b. \_\_\_\_\_ type of culture is silence often considered positive. (CO2, K1) 1

- (a) Confidence
- (b) Openness
- (c) Defensive attitude
- (d) Happiness

1-c. \_\_\_\_\_ does one show empathy in communication. (CO3, K2) 1

- (a) To present data
- (b) To introduce the purpose and scope
- (c) To summarize the findings
- (d) To explain methodology

1-d. \_\_\_\_\_ is it important to dress appropriately for a job interview. (CO4, K1) 1

- (a) High context
- (b) Individualistic

- (c) Low context
  - (d) Collectivist
- 1-e. \_\_\_\_\_ is a common interpretation of a firm handshake. (CO5, K1) 1
- (a) Talking more
  - (b) Avoiding eye contact
  - (c) Paraphrasing
  - (d) Interrupting
2. Attempt all parts:-
- 2.a. Define significance of grooming in personal presentation. (CO1, K2) 2
  - 2.b. Explain what might someone interpret eye contact during a conversation. (CO2, K2) 2
  - 2.c. Explain the importance of starting and ending meetings on time. (CO3, K2) 2
  - 2.d. Describe the meaning of Non Verbal Communication. (CO4, K2) 2
  - 2.e. Explain the key components of effective verbal communication, and how do they contribute to successful interactions. (CO5, K2) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Explain the difference between grooming and hygiene. (CO1, K2) 5
- 3-b. Discuss some effective methods for preventing body odor. (CO2, K2) 5
- 3-c. Describe a situation where you successfully engaged with a fellow attendee during a meeting. (CO3, K2) 5
- 3-d. Discuss traditional clothing styles in your culture. (CO4, K2) 5
- 3-e. Discuss ways gestures enhance or detract from the effectiveness of verbal communication. (CO5, K2) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Give your opinion on role dress codes do play in fostering a respectful and inclusive workplace culture. (CO1, K5) 6
- 4-b. "Dress codes reflect societal norms and cultural values" Your opinion of this statement. (CO1, K5) 6

5. Answer any one of the following:-

- 5-a. "Nonverbal communication impact the message being conveyed" Explain. (CO2, K2) 6
- 5-b. Discuss some key traits that contribute to a pleasing personality, and how can one cultivate them. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. Explain the importance of balancing participation in discussions during a business meeting. (CO3, K2) 6

- 6-b. Discuss the impact of electronic devices on the dynamics of a business meeting. (CO3, K2) 6
7. Answer any one of the following:-
- 7-a. Analyze the role of cultural sensitivity in effective international marketing. (CO4, K5) 6
- 7-b. Identify the impact of language barriers on cross-cultural communication. (CO4, K2) 6
8. Answer any one of the following:-
- 8-a. Explain the importance of active listening in effective verbal communication. Provide examples to illustrate your answer. (CO5, K2) 6
- 8-b. Discuss on objectives of meeting. (CO5, K2) 6

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