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

MBA (Integrated)

SEM: II - THEORY EXAMINATION (2025 - 2026)

Subject: Business Communication

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:-

(1.1) is the study of touch in non-verbal communication.(CO1, K1)

1

- (a) Gestures
- (b) Body Language
- (c) Haptics
- (d) Prosody

(1.2) Silence can indicate.....(CO2, K1)

1

- (a) Disagreement
- (b) words
- (c) Incorrect choice
- (d) symbols

(1.3) _____ is an important quality in a group discussion.(CO3, K2)

1

- (a) Emotional stability
- (b) Hostility
- (c) Ignorance
- (d) Aggressiveness

(1.4) _____ tells how our body communicates.(CO4, K2)

1

- (a) Kinesics
- (b) Proxemics
- (c) Paralanguage
- (d) Time language

- (1.5) Minutes of the meeting should be in form ofcommunication.(CO5, K2) 1
- (a) Oral
 - (b) Written
 - (c) Non verbal
 - (d) None of above

2. Attempt all parts:-

- (2.1) Define empathy in communication. (CO1, K1) 2
- (2.2) "Action speaks louder than words" Justify. (CO2, K2) 2
- (2.3) Write the relevance of introductory paragraph in a letter.(CO3, K2) 2
- (2.4) Describe the role of voice pitch in GD.(CO4, K2) 2
- (2.5) Explain Social media marketing.(CO5, K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Analyse how do personal cultural context influence a receiver's interpretation of a message, and what strategies can reduce these semantic miscommunications. (CO1, K4) 5
- (3.2) "Communication is directly propotional to inner confidence" Explain the statement.(CO2, K2) 5
- (3.3) Take one single scenario and write a response in both positive and negative messages.(CO3, K3) 5
- (3.4) Elucidate the impact of technological advancement on business communication networks. (CO4, K2) 5
- (3.5) Suppose you have to call a meeting of your sub division offices, chart out various principles you will follow for conducting this meeting.(CO5, K3) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Analyse the statement. "Packaging of a product could be considered as a non verbal communication" (CO1, K4) 6
- (4.2) Draw some non verbal signs and symbols of some common day to day activities of your choice. (CO1,K3) 6

5. Answer any one of the following:-

- (5.1) Explain the Essential Qualities of a Good Speaker.(CO2, K2) 6
- (5.2) Show a process of writing done a progress report of a project. (CO2, K3) 6

6. Answer any one of the following:-

- (6.1) Draft a persuasive business letters to your potential partner stating various details about the project. (CO3, K3) 6
- (6.2) Write a short report on an event organised by your institution, which was a big success.(CO3, K3) 6

7. Answer any one of the following:-

- (7.1) Examine the technical advancements in communication technologies, helping businesses to scale up.(CO4, K3) 6

- (7.2) "During interview don't bring up or discuss personal issues or family problems " 6
Justify this statement.(CO4, K4)
8. Answer any one of the following:-
- (8.1) Explain the purpose and various advantages of press release.(CO5, K2) 6
- (8.2) Elaborate on various requirements for conducting a virtual meeting.(CO5, K2) 6

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