



MAHARISHI UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

MAHARISHI ROAD, MANGLA, BILASPUR (CHHATTISGARH)-495001

FINAL EXAM : SEMESTER-I, SESSION 2021-22

COURSE – MBA, PAPER – VI, SUBJECT CODE – MBA106

SUBJECT – BUSINESS COMMUNICATION

Max Marks : 70

Min Pass Marks : 28

- All questions are compulsory.
- Be precise in your answers.

Que 1 Multiple choice : Read the following questions carefully and choose the suitable answer:

10X1=10

- (i) Downward communication flows from _____ to _____.
- A. Upper to Lower.
 - B. Lower to Upper.
 - C. Horizontal.
 - D. Diagonal.
- (ii) The Study of communication through touch is _____.
- A. chronemics.
 - B. haptics.
 - C. proxemics.
 - D. semantics.
- (iii) The following is (are) non-verbal communication.
- A. Facial expression.
 - B. Appearance.
 - C. Posture.
 - D. All of the above.
- (iv) The formal greeting with which a business letter begins is called _____.
- A. Reference.
 - B. Subject.
 - C. Salutation.
 - D. Body copy.
- (v) The following is (are) the most effective ways of _____.
- A. Verbal.
 - B. Non-Verbal.
 - C. Written.
 - D. All of the above.
- (vi) Interaction between three to twelve people who share a common goal, a sense of commitment, and who attempt to influence one another is known as?
- A. business communication.
 - B. small-group communication.
 - C. personal communication.
 - D. mass communication.
- (vii) Business letters produce immediate effect because they are:
- A. Interesting
 - B. Brief
 - C. Formal
 - D. Informal
- (viii) A memorandum (memo) is considered a brief form of written communication for:
- A. internal use
 - B. external use

- C. formal use
D. legal use
- (ix) **Which one is not an element to the process of Communication _____.**
A. Sender
B. Receiver
C. Message
D. Mediator
- (x) **Good Public speech needs-**
A. Confidence
B. Knowledge of topic
C. Interpersonal Skills
D. All of the above.

Que 2 Short Answer (Any Five) –

4x5=20

- (a) How feedback is important in communication.
(b) What are Upward and Downward Communication?
(c) Write an email to the Director of the XYZ Ltd. Subject, "Feedback of the Last meeting attended by you".
(d) Write a note on Paralanguage.
(e) Explain the term Negotiations, how it is important in communication?
(f) Explain the importance of Effective Listening.
(g) How Facial expression is important in Oral Communication.

Que 3 Long Answer (Any Five) –

8x5=40

- (a) What is Communication? Explain the process of communication in detail.
(b) What are the various types of non-verbal communication? How will you decide its usage while communicating?
(c) What is the importance of dressing for a personal interview? What points should be considered while dressing up for a sales execution interview?
(d) How Communication is important in social networking. Explain various methods of formal communication in social networking.
(e) What are the Do's and Don'ts of business Letter writing in detail with example?
(f) Write a note on-
(a) Business Proposals
(b) Circulars.
(g) What is Resume writing? Explain the difference between Resume and Bio-Data.
(h) Explain the different barriers to Communication.
(i) "Effective listening is not an easy task". Explain problems and guidelines for active listening.
(j) What is Grapevine? Write down the various advantages and disadvantages of Grapevine.
