



MAHARISHI UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

MAHARISHI ROAD, MANGLA, BILASPUR (CHHATTISGHAR)-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.
