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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - THEORY EXAMINATION (2020 - 2021)

Subject: Communication for Managers

Time: 03:00 Hours

Max. Marks: 100

**General Instructions:**

- All questions are compulsory. It comprises of three Sections A, B and C.
- Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is Very short type questions carrying 2 marks each.
- Section B - Question No- 3 is Long answer type - 1 questions carrying 6 marks each.
- Section C - Question No- 4 to 8 are Long answer type -2 questions carrying 10 marks each.

**1. Attempt all parts:-**

- 1            Communication saves time in 1
- 1. internal communication.
  - 2. interview.
  - 3. Oral Communication
  - 4. Schedule
- 1            Posters fall under \_\_\_\_\_ communication. 1
- 1. Oral
  - 2. Visual
  - 3. Written
  - 4. Spoken
- 1-c.        \_\_\_\_\_ are welcome, for it is not obligatory to accept them. 1
- 1. Suggestion
  - 2. Order
  - 3. Courtesy
  - 4. Complaint
- 1-d.        The main objective of communication is 1
- 1. information and persuasion.
  - 2. skill and personality development.
  - 3. control and management.
  - 4. Need
- 1-e.        As a means of communication, e-mails have features of the immediacy of both \_\_\_\_ and \_\_\_\_\_. 1
- 1. reading, receiving

2. writing, sending
3. calling, receiving
4. receiving, sending

- 1-f. Unclarified assumptions in communication can lead to \_\_\_ and \_\_\_\_\_. 1
1. premature evaluation, poor listening
  2. lack of planning, physical barriers
  3. information overload, selective perception
  4. confusion, misunderstanding
- 1-g. A resume needs conceptualization of your \_\_\_ and \_\_\_ all into one document. 1
1. objectives, experiences
  2. projects, skills
  3. accomplishments, experiences
  4. skills, aims
- 1-h. The primary goal of communication is to \_\_\_\_\_. 1
1. to create barriers
  2. to create noises
  3. to effect a change
  4. none of these
- 1 \_\_\_\_ is an announcement sheet that is sent to a specific group of people. 1
1. Notice
  2. Circular
  3. Memo
  4. Letter
- 1 oo much of \_\_\_ communication in the workspace may also prove \_\_\_\_\_. It may lead to negligence of work. 1
1. formal, positive
  2. informal, negative
  3. verbal, positive
  4. non-verbal, negative
2. Attempt all parts:-
- 2.a. What is the role of business communication with reference to its customers? 2
- 2.b. What is time language ? 2
- 2.c. What is letter head? 2
- 2.d. Define attitude? 2
- 2.e. How presentation differs from meetings? 2
3. Answer any five of the following-
- 3-a. Explain Verbal communication 6
- 3-b. Describe Formal communication and its disadvantages? 6
- 3-c. What is the qualities of a good speaker? 6

3-d.	Write the application of conversational control skills in business?	6
3-e.	What are the various purposes of writing a business letter?	6
3-f.	Explain disadvantages of GD?	6
3-g.	What is the scope of meeting?	6
4.	Answer any <u>one</u> of the following-	
4-a.	Explain various kinds of communication on the basis of direction?	10
4-b.	Explain various types of verbal communication	10
5.	Answer any <u>one</u> of the following-	
5-a.	Explain the body movements?	10
5-b.	What are Gestures?	10
6.	Answer any <u>one</u> of the following-	
6-a.	Describe the various kinds of business reports?	10
6-b.	Explain various elements of business reports?	10
7.	Answer any <u>one</u> of the following-	
7-a.	Explain different types of GD?	10
7-b.	Give any 10 topics for GD?	10
8.	Answer any <u>one</u> of the following-	
8-a.	Explain Business Etiquettes?	10
8-b.	Explain applications of conferences?	10