

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MBA

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Communication for Managers

Time: 03:00 Hours

Max. Marks: 100

General Instructions:

1. All questions are compulsory. It comprises 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 - I questions carrying 6 marks each.
 - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
 - No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.

SECTION A

20

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1 | Communication saves time in (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. internal communication. 2. interview. 3. Oral Communication 4. Schedule | |
| 1 | The information the receiver gets is called _____ (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. Message 2. Output 3. Input 4. Source | |
| 1-c. | The main objective of communication is (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. information and persuasion. 2. skill and personality development. 3. control and management. 4. Need | |
| 1-d. | The communication cycle, the process of re translation of signals into ideas is called (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. Encoding 2. Decoding 3. Response 4. Feedback | |
| 1-e. | ___ is the full form of the abbreviation TQM. (CO3) | 1 |
| | <ol style="list-style-type: none"> 1. Team quality Management 2. Total Quality Management 3. Total quality communication 4. Total Quality Manager | |

1-f.	Informal meetings mark the ____ of the problem. (CO3)	1
	1. immediately	
	2. immediacy	
	3. Importance	
	4. Improvement	
1-g.	____ and ____ are acted as barriers to communication. (CO4)	1
	1. semantic distortions, lack of planning	
	2. sender, receiver	
	3. channel, message	
	4. feedback, sender	
1-h.	communication through ____ and ____ is called verbal communication (CO4)	1
	1. written material and gestures	
	2. gestures and spoken words	
	3. spoken words and written material	
	4. body language and gestures	
1-i.	____ is the study of touches as non-verbal communication. (CO5)	1
	1. Gestures	
	2. Body Language	
	3. Haptics	
	4. Prosody	
1-j.	____ is the person who coordinates the group discussion (CO5)	1
	1. Moderator	
	2. sender	
	3. receiver	
	4. Timekeeper	
2. Attempt all parts:-		
2.a.	Write any two advantages of written communication?	2
2.b.	Define touch language?	2
2.c.	What are the advantages of business letters?	2
2.d.	Define confidence?	2
2.e.	What are minutes of the meeting?	2
SECTION B		30
3. Answer any <u>five</u> of the following:-		
3-a.	Explain the process of business communication	6
3-b.	Explain Non Verbal Communication	6
3-c.	What is 3x3 business writing process ?	6
3-d.	What is the qualities of a good speaker?	6
3.e.	Explain various layouts of Business Letters?	6
3.f.	Describe applications of GD?	6
3.g.	What are the different purposes of meetings?	6
SECTION C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Explain various types of verbal communication	10
4-b.	Differentiate formal and informal communication?	10

5. Answer any one of the following:-
- 5-a. Explain the body movements? 10
- 5-b. Explain the C.R.I.S.P.E.R ? draw the diagram with the help of explanations? 10
6. Answer any one of the following:-
- 6-a. Explain various kinds of business letters? 10
- 6-b. Explain various elements of business reports? 10
7. Answer any one of the following:-
- 7-a. Give any 10 topics for GD? 10
- 7-b. List any 10 questions ask during interview? 10
8. Answer any one of the following:-
- 8-a. How listening skills helps in meetings? 10
- 8-b. How meeting is differ from GD? 10