

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2017
MS3SE03 Business Communication-II

Programme: BBA Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. The purpose of reading is _____. **1**
 (a) Increase Knowledge (b) Increase Vocabulary
 (c) Gain fluency in language (d) All of these
- ii. Factors affecting reading are **1**
 (a) Fluency in language (b) Eye sight
 (c) Interest in the subject matter (d) All of these
- iii. Factors affecting listening are **1**
 (a) Perception of speaker (b) Image of speaker
 (c) Clarity of speech (d) None of these
- iv. Listening skills can be improved by **1**
 (a) Conscious effort (b) Removal of distractions
 (c) Focused attention (d) All of these
- v. True or false **1**
 Resume is the most important document of an individual in his/her professional life_____
- vi. True or false **1**
 Written communication is far less challenging than oral communication in an organizational setting_____
- vii. True or false **1**
 Rumour is an example of grapevine, which is very delicious dish.
- viii. True or false **1**
 Interview is a kind of presentation._____
- ix. True or false **1**
 Usage of mobile phone to make personal calls in the middle of a business dinner is a perfectly decent behaviour. _____

- x. True or false **1**
 Gentleman need not be chivalrous around women who don't know how to behave like ladies_____

- Q.2 Attempt any two: **5**
 i. Why is it essential to develop reading habits? Describe from the point of view of a professional. **5**
 ii. What factors affect good reading? Elaborate. **5**
 iii. Describe any one reading technique in detail. **5**

- Q.3 i. Differentiate between Listening and hearing **2**
 ii. Mention the principles of effective Listening **3**
 iii. How can one become a better professional by being a better listener? Elaborate with the help of examples. **5**
 OR iv. With examples describe the various barriers of listening and suggest ways to overcome them. **5**

- Q.4 i. Describe what is a circular? Explain how it is different from other written communication formats. **2**
 ii. Draft a "Complaint Letter" complaining about the rude misbehaviour of the staff on your last flight. **8**
 OR iii. Prepare a report of the semester activities in your institute. Enumerate the points for effective reporting. **8**

- Q.5 i. What is grapevine? How significant it is in organizations? Explain with relevant examples. **3**
 ii. Describe in detail the Principles of effective oral communication. Give suitable examples. **7**
 OR iii. Differentiate between the various formats of formal oral communication: Debate, Speech, Group Discussion, and Meeting. **7**

- Q.6 i. What are the suggestions you would give to a friend to overcome "Stage Fear"? **4**
 ii. Describe the key elements of an effective business presentation. **6**
 OR iii. Describe the criteria to judge an effective performance in a group discussion. **6**

P.T.O.

MS3SE03 Business Communication-II

Marking Scheme

Q.1	i.	The purpose of reading is _____.	1
		(d) All of these	
	ii.	Factors affecting reading are	1
		(d) All of these	
	iii.	Factors affecting listening are	1
		(c) Clarity of speech	
	iv.	Listening skills can be improved by	1
		(d) All of these	
	v.	Resume is the most important document of an individual in his/her professional life_____	1
		True	
	vi.	Written communication is far less challenging than oral communication in an organizational setting_____	1
		False	
	vii.	Rumour is an example of grapevine, which is very delicious dish.	1
		False	
	viii.	Interview is a kind of presentation._____	1
		True	
	ix.	Usage of mobile phone to make personal calls in the middle of a business dinner is a perfectly decent behaviour. _____	1
		False	
	x.	Gentleman need not be chivalrous around women who don't know how to behave like ladies_____	1
		False	
Q.2		Attempt any two:	
	i.	Essential of reading habits - 2.5 marks	5
		Professional point of view - 2.5 marks	
	ii.	Factors that affect reading with example.	5
	iii.	Any one reading technique.	5
Q.3	i.	Any four difference between Listening and hearing.	2
	ii.	Any three principles of effective Listening	3
	iii.	Salient features of a good listen (professionals)	5
OR	iv.	Barriers to listening, ways to overcome. 2.5 * 2 marks	5

Q.4	i.	Definition of circular with difference with other formats.	2
	ii.	“Complaint Letter”	8
		Heading, date, subject – 2 marks	
		Body of letter – 4 marks	
		Complementary Close, enclosure etc. – 2 marks	
OR	iii.	Report of the semester activity, points of effective report.	8
		4 * 2 marks	
Q.5	i.	Grapevine - Definition, significance, example.	3
	ii.	Any Seven Principles of effective oral communication.	7
OR	iii.	Difference : Debate, Speech, Group Discussion, and Meeting.	7
Q.6	i.	Any four suggestions to overcome “Stage Fear”? (any four)	4
	ii.	Key elements of Business presentation.	6
		Situation – 3 marks	
		Example – 3 marks	
OR	iii.	Do's and Don'ts of GD – 3*2 marks	6
