

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2018
MS3SE07 Business Communication-III
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. Haptics is a type of _____ communication. 1
(a) Verbal (b) Non-verbal (c) Arbitrary (d) Business
 - ii. Semantic barriers to communication means barriers related to____ 1
(a) Sounds and noises (b) Culture
(c) Psychology (d) Language and word meanings
 - iii. In SWOT 'W' stands for _____ 1
(a) Working man (b) Without work
(c) Weaknesses (d) Wireless network
 - iv. Self SWOT analysis is must for _____ 1
(a) An organisation (b) The prospective employee
(c) The market requisites (d) All of these
 - v. CC is a part of _____ 1
(a) Complementary close (b) Copy notation
(c) References (d) Reference initials
 - vi. In a letter 'p.s.' stands for _____ 1
(a) Prices (b) Post sold (c) Past system (d) Post script
 - vii. Inventory report deals with _____ 1
(a) Invention (b) Stock taking
(c) Project building (d) Experiments
 - viii. In a formal report-writing, 'Acknowledgement' is an element of _____ 1
_____.
(a) Middle matter (b) Front matter
(c) Addenda (d) Back matter

P.T.O.

[2]

- ix. Voice modulation is an element of _____ **1**
(a) Letter writing (b) Précis writing
(c) Oral presentation (d) Paragraph
- x. A presentation creates a connection between _____ **1**
(a) You and us (b) You and your audience
(c) Over the world (d) Everybody
- Q.2 i. Enlist the classification of communication skills in its various types. **2**
ii. Differentiate between the general communication and the technical communication citing suitable examples. **3**
iii. Discuss the various barriers to effective communication and suggest measures to overcome them. Give examples out of your personal experiences. **5**
- OR iv. Explain the types of verbal communication. Discuss their merits and demerits for the growth of an organisation. **5**
- Q.3 i. What does the SWOT Analysis stand for? What is its importance? **2**
ii. Mention the various components for confidence building of a personnel. **3**
iii. What do you mean by Emotional Intelligence? Discuss its significance for the professionals. **5**
- OR iv. Illustrate the contribution of SWOT Analysis in the self-assessment and personality development of a professional body. **5**
- Q.4 i. What points one should keep in mind while replying quotations of business letters. Elaborate briefly. **3**
ii. As a Principal of an engineering college, write a letter of enquiry to a supplier, asking for necessary particulars, prices and terms of business for the supply of computers with necessary details. **7**
- OR iii. Draft a letter of job application along with a resume for the post of an Executive Manager in one of the prestigious organization. Invent the necessary details. **7**

[3]

- Q.5 i. Explain the technical description of any one of the following scientific objects: **3**
(a) Mobile Phone (b) Computer System
(c) Photocopy Machine
- ii. Mention briefly the various elements of all the three major parts of a formal technical report writing. Give examples wherever required. **7**
- OR iii. Inventing details yourself; prepare a report to be submitted to the Head of your Department on the fire caused in one of the computer centre of your institution where you are the Incharge. **7**
- Q.6 Attempt any two:
- i. Mention the do's and don'ts of an effective Group Discussion in the global corporation scenario. **5**
- ii. Enlist the various types of A-V aids useful for Oral Presentation. Discuss their importance during an effective presentation. **5**
- iii. Discuss the various interview skills and their respective strategies. **5**

Marking Scheme
MS3SE07 Business Communication-III

Q.1	i.	Haptics is a type of _____ communication. (b) Non-verbal	1				
	ii.	Semantic barriers to communication means barriers related to____ (d) Language and word meanings	1				
	iii.	In SWOT 'W' stands for _____ (c) Weaknesses	1				
	iv.	Self SWOT analysis is must for _____ (d) All of these	1				
	v.	CC is a part of _____ (b) Copy notation	1				
	vi.	In a letter 'p.s.' stands for _____ (d) Post script	1				
	vii.	Inventory report deals with _____ (b) Stock taking	1				
	viii.	In a formal report-writing, 'Acknowledgement' is an element of _____. (b) Front matter	1				
	ix.	Voice modulation is an element of _____ (c) Oral presentation	1				
	x.	A presentation creates a connection between _____ (b) You and your audience	1				
Q.2	i.	Classification of communication skills	2				
	ii.	Difference b/w the general and the technical communication At least 6 differences 0.5 marks each (0.5 mark * 6)	3				
	iii.	Any 5 barriers to effective communication 1 mark for each (1 mark * 5)	5				
OR	iv.	Types of verbal communication 2.5 marks Merits and demerits 2.5 marks	5				
Q.3	i.	SWOT Analysis stand for 1 mark Its importance 1 mark	2				
	ii.	Six components for confidence building of a personnel. 0.5 mark for each point (0.5 mark * 6)	3				
	iii.	Emotional Intelligence 2.5 marks Significance for the professionals. 2.5 marks	5				
OR	iv.	Contribution of SWOT Analysis 10 to 15 points or in 250 words	5				
Q.4	i.	Qualities of reply letter At least any six points 0.5 mark for each (0.5 mark * 6)	3				
	ii.	All the 14-15 elements are must Body of letter 2 marks	7				
OR	iii.	All the 14-15 elements are must Body of letter 4 marks	7				
Q.5	i.	Explain the technical description of any one of the following 3 scientific objects: (a) Mobile Phone (b) Computer System (c) Photocopy Machine					
	ii.	All the 20-22 elements are must Front matter Middle and back matters	7				
OR	iii.	All the 12-14 elements are must Body of letter 5 marks	7				
Q.6		Attempt any two:					
	i.	Any 5 Do's of an effective Group Discussion 2.5 marks Any 5 Don'ts of an effective Group Discussion 2.5 marks	5				
	ii.	Any 5 useful for Oral Presentation. 2.5 marks Any 5 importance 2.5 marks	5				
	iii.	Any 5 interview skills 2.5 marks Any 5 their respective strategies. 2.5 marks	5				
