

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management  
End Sem (Odd) Examination Dec-2018  
MS5SE01 Corporate Communication  
Programme: MBA 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. Non verbal communication does not include: 1  
(a) Space (b) Touch (c) Words (d) Silence
- ii. Grapevine is an officially accepted channel of communication. 1  
(a) True (b) False
- iii. Hearing is same as listening. 1  
(a) True (b) False
- iv. Which of these behaviours is a part of active listening 1  
(a) Maintaining eye contact (b) Nodding  
(c) Seeking clarification (d) All of these
- v. Reading out a presentation is 1  
(a) Dull (b) Allowed (c) Helpful (d) Not allowed
- vi. To make your presentation, you should use 1  
(a) Complex sentences (b) Passive sentences  
(c) Jargons (d) None of these
- vii. Receiver's name and address is called as 1  
(a) Heading (b) Line of attention  
(c) Signature (d) Inside address
- viii. How many times will your name appear on a business letter 1  
(a) 1 (b) 2 (c) 3 (d) 4
- ix. There are \_\_\_\_\_ elements in the letter-text format of a report. 1  
(a) 20 (b) 19 (c) 21 (d) None of these
- x. Preface usually gives summary of the report. 1  
(a) True (b) False

P.T.O.

- Q.2 i. Discuss the importance of feedback in communication. 2  
ii. What are barriers to communication? Discuss any three barriers in detail. 8
- OR iii. "Only 7% of the emotional content is conveyed through verbal means." Elaborate the statement highlighting at least three types of non verbal communication. 8
- Q.3 Attempt any two:  
i. Explain why listening is the most important skills in communication. 5  
ii. What are barriers to listening? Discuss any two barriers in detail. 5  
iii. Describe the various means and ways we can adopt to improve upon our listening skills. 5
- Q.4 Attempt any two:  
i. What is the importance of audio-visual aids in a presentation? 5  
ii. What elements would you keep in mind while preparing for a presentation? 5  
iii. "You cannot convince the other till you are convinced with you own self". Elaborate the importance of a group discussion in the light of this statement. 5
- Q.5 i. What is a reference number in a business letter? Why is it important? 2  
ii. Draw the format of a business letter placing all the elements in their right places. 8
- OR iii. Write a job application along with a resume for the post of Assistant Manager (sales). Invent your own details. 8
- Q.6 i. Show with an example how you will write references in your report. 2  
ii. What do you understand by 'front' matter of a report? Describe any six elements with examples. 8
- OR iii. Differentiate between 8  
(a) Table of Contents/Index (b) References/ Bibliography

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**Marking Scheme**  
**MS5SE01 Corporate Communication**

Q.1	i. Non verbal communication does not include: (c) Words	1	<b>1</b>
	ii. Grapevine is an officially accepted channel of communication. (b) False	1	<b>1</b>
	iii. Hearing is same as listening. (b) False	1	<b>1</b>
	iv. Which of these behaviours is a part of active listening (d) All of these	1	<b>1</b>
	v. Reading out a presentation is (a) Dull	1	<b>1</b>
	vi. To make your presentation, you should use (d) None of these	1	<b>1</b>
	vii. Receiver's name and address is called as (d) Inside address	1	<b>1</b>
	viii. How many times will your name appear on a business letter (a) 1	1	<b>1</b>
	ix. There are _____ elements in the letter-text format of a report. (b) 19	1	<b>1</b>
	x. Preface usually gives summary of the report. (b) False	1	<b>1</b>
Q.2	i. Importance of feedback in communication.	<b>2</b>	<b>2</b>
	ii. Definition of barriers to communication Any three barriers 2 marks each (2 marks * 3)	2 marks 6 marks	<b>8</b>
OR	iii. Definition of non verbal Communication At least three types of non verbal communication 2 marks for each (2 marks * 3)	2 marks 6 marks	<b>8</b>
Q.3	Attempt any two:		
	i. Importance of listening Each step 1 mark (1 mark * 5)	1 mark 4 marks	<b>5</b>
	ii. Definition of barriers to listening Any two barriers to listening 2 marks for each (2 marks * 2)	1 mark 4 marks	<b>5</b>
	iii. Overcoming barriers of listening		<b>5</b>

Q.4	Attempt any two:		
	i. What are audio-visual aids Importance of audio-visual aids in a presentation	1 mark 4 marks	<b>5</b>
	ii. Research Audience awareness Using audio visual aids	1 mark 2 marks 2 marks	<b>5</b>
	iii. Main features of Group discussion Why is a group discussion held		<b>5</b>
Q.5	i. Reference number in a business letter and its importance		<b>2</b>
	ii. all the elements 0.5 mark for each (0.5 mark * 14) Indenting all elements on left in format with letter head	7 marks 1 mark	<b>8</b>
OR	iii. Job application Resume correct format Correct information filled	2 marks 2 marks 4 marks	<b>8</b>
Q.6	i. Show with an example how you will write references in your report.		<b>2</b>
	ii. Defining front matter All six elements 1 mark each (1 mark * 6)	2 marks 6 marks	<b>8</b>
OR	iii. Differentiate between (a) Table of Contents/Index (b) References/ Bibliography	4 marks 4 marks	<b>8</b>

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