

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Management
End Sem (Odd) Examination Dec-2017
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. Communication leads to: 1
 - (a) Persuasion
 - (b) Promotion of good will
 - (c) Information
 - (d) All the three
 - ii. Communication Barriers can be: 1
 - (a) Intra-personal
 - (b) Inter-personal
 - (c) External environment
 - (d) All of these
 - iii. Effective listening leads to: 1
 - (a) Understanding
 - (b) Ambiguity
 - (c) Abstractness
 - (d) Conflict
 - iv. Ineffective Listening is: 1
 - (a) Marginal Listening
 - (b) Fake listening
 - (c) Evaluative listening
 - (d) All of these
 - v. Professional Tone can be maintained by being: 1
 - (a) Impolite
 - (b) Aggressive
 - (c) Unemphathetic
 - (d) Concise
 - vi. Communication: 1
 - (a) Saves time
 - (b) Gives personal touch
 - (c) Saves money
 - (d) Gives immediate feedback
 - vii. Effective Writing involves: 1
 - (a) Solid Structure
 - (b) Candid consistency
 - (c) Solid Structure & candid consistency
 - (d) None of these

P.T.O.

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- viii. Quotation is: **1**
(a) Statement of a price of an item
(b) Is the price at which buyers are willing to buy
(c) Is a communication that gives the receiver the power to conclude
(d) None of these
- ix. Report writing stage involves: **1**
(a) Defining purpose (b) Defining audience
(c) Establishing parameters (d) Gathering information
- x. _____ reports must be submitted in accordance with the law. **1**
(a) Statutory reports (b) Non-statutory reports
(c) Individual reports (d) Analytical reports
- Q.2 i. What do you mean by One-to One communication? Explain with suitable examples. **2**
ii. What is face to face communication? Discuss its role. **3**
iii. Discuss advantages and disadvantages of oral form of communication. **5**
- OR iv. Describe three directions in which communication flows within organizations and what barriers can obstruct each. **5**
- Q.3 i. How does good eye contact help speaker/sender? Explain with examples **2**
ii. What is effective listening? Describe the four elements in the listening process. **8**
- OR iii. How are listening skills important to employees, supervisors and executives? Who should have the best listening skills? **8**
- Q.4 i. What are voice modulations? How does it affect the presentations? **3**
ii. Non-verbal skills are an important element of presentation delivery. Explain. **7**
- OR iii. What is Group Discussion? Discuss its importance. **7**
- Q.5 i. What do you mean by enquiry letter and an order letter? Explain with suitable examples **4**

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- ii. What is a memo? Justify the statement 'A memo may travel upward, downward, laterally and diagonally within the organization' **6**
- OR iii. Explain the Principles of Effective Writing. What are its essential elements? **6**
- Q.6 Attempt any two:
- i. Briefly explain the characteristics of an effective report. **5**
- ii. How are business proposals different from business plans? What are different stages of writing each of them? **5**
- iii. Develop a report outline enlisting its different parts **5**

**MS5SE01 Corporate Communication
Marking Scheme**

Q.1	i.	Communication leads to: (d) All the three	1
	ii.	Communication Barriers can be: (d) All of these	1
	iii.	Effective listening leads to: (a) Understanding	1
	iv.	Ineffective Listening is: (b) Fake listening	1
	v.	Professional Tone can be maintained by being: (d) Concise	1
	vi.	Communication: (d) Gives immediate feedback	1
	vii.	Effective Writing involves: (c) Solid Structure & candid consistency	1
	viii.	Quotation is: (a) Statement of a price of an item	1
	ix.	Report writing stage involves: (a) Defining purpose	1
	x.	_____ reports must be submitted in accordance with the law. (a) Statutory reports	1
Q.2	i.	1 mark for One-to One communication 1 mark for explanation with suitable examples.	2
	ii.	1.5 marks for face to face communication 1.5 marks for its role.	3
	iii.	2.5 marks for advantages of oral communication 2.5 marks for disadvantages of oral communication	5
OR	iv.	Three directions in which communication flows within organizations and barriers that can obstruct each.	5
Q.3	i.	Explanation of Good eye contact can help speaker/sender with examples	2
	ii.	Effective listening. Four elements in the listening process.	8
OR	iii.	Reason of listening skills important to employees, supervisors and	8

executives.

Who have best listening skills?

Q.4	i.	1.5 marks for voice modulations 1.5 marks for its affect on the presentations	3
	ii.	Non-verbal skills are an important element of presentation delivery. Explain.	7
OR	iii.	3 marks for Group Discussion 4 marks for its importance	7
Q.5	i.	3 marks for enquiry letter and an order letter 1 mark for examples	4
	ii.	4 marks for memo 2 marks for justification of statement	6
OR	iii.	Principles of Effective Writing and essential elements	6
Q.6		Attempt any two:	
	i.	Characteristics of an effective report.	5
	ii.	Business proposals different from business plans, comment. Different stages of writing each of them.	5
	iii.	Develop a report outline enlisting its different parts	5
