

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA106

1<sup>st</sup> Semester Back Examination: 2025-26  
SUBJECT: Business Communication  
BRANCH(S): FM, GM, HRM, LSCM, MBA, MBA (A & M), MBA (M & F)  
Time: 3 Hours  
Max Marks: 100  
Q.Code: U630

Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.  
The figures in the right-hand margin indicate marks.

**Part-I**

- Q1 Answer the following questions:** (2 x 10)
- a) What is grapevine communication?
  - b) Differentiate between skimming and scanning.
  - c) Give two advantages of feedback in the process of communication.
  - d) What is netiquette? Give one example.
  - e) i. The managers is responsible for maintaining discipline. (correct the sentence)  
ii. Please help me complete this report. (Rewrite the sentence using an appropriate modal)  
iii. Everyone was busy..... (complete the sentence using appropriate relative clause)  
iv. I have attended multiple meetings yesterday. (correct the sentence)
  - f) What is a Résumé? What are its types?
  - g) Write two advantages of using signs and symbols.
  - h) What is difference between hearing and active listening?
  - i) What is paralanguage?
  - j) What is chronemics?

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- a) What are various channels in the process of communication? Explain the organisational channels with suitable examples.
  - b) Write a short essay on "The importance of nonverbal communication in an organisation".
  - c) What are the mistakes or faults that affect reading skills? Explain.
  - d) You are working as the Sales head of Sangam Furniture. Write a sales letter to your business client, who has constructed a new hotel with 150 rooms at Jajpur.
  - e) You are the HR Manager of your organisation. You find your junior officers whiling away their time in unnecessary gossip. They also do not come to the workplace in time. This is demotivating the workers and the supervisors. Write a memo to the junior officers dissuading them from getting involved in these acts.
  - f) What is persuasive communication? Give examples.
  - g) How important are listening skills? Explain types of listening with appropriate examples.

- h) What are the Dos and Don'ts of GD? Explain the parameters used to evaluate a GD.
- i) Write a short speech on the topic "Inclusivity for Sustainable development".
- j) Assume yourself to be a relationship manager in a bank. Write a reminder email to your customer who has to pay his EMI on home loan.
- k) How do you communicate a bad news in writing? What technique do you use? Illustrate.
- l) What is bias? How does it affect organisational communication?

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** Explain the different barriers to communication with appropriate examples. How can one remove the barriers? **(16)**
- Q4** Write a report on the communication (internal and external) strategies adopted by your organisation in the last one year, and its outcome. (You can assume statistics.) **(16)**
- Q5** How will you prepare for a presentation? Explain in details. **(16)**
- Q6** Apply for the position of Senior Manager in ITC Ltd. The position demands MBA with minimum 3 years of experience. **(16)**