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Total Number of Pages: 03

Course: MBA
Sub_Code: MBEV1002

1st Semester Regular/Back Examination: 2025-26

SUBJECT: Business Communication

BRANCH(S): BA, FM, FM, FM&HRM, GM, HCHM, HRM, IB, ISEM, LSCM, MBA, MBA, MBA (A & M),
MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: U631

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) Define LSRW.
- b) What is the process of communication?
- c) Give two examples from the organisational perspective to prove that signs and symbols can communicate effectively.
- d) Define proxemics. Give examples.
- e) What is VAKOG? How is it helpful in communication?
- f) What is a functional Résumé?
- g) Find the mistake in the following sentences and rewrite the correct version:
 - i. The water is essential for life.
 - ii. She works as a LIC agent.
 - iii. One of the managers in the department are very rigid.
 - iv. The meeting will be held at 3.00 PM in Conference Hall on Monday.
- h) What is active listening? Give an example.
- i) What is eye fixation? How does it affect reading efficiency?
- j) Do as directed:
 - i. Influence of social media is known to all. (Change the Voice);
 - ii. The CEO said in the meeting that she hadn't witnessed such an event before. (Change to direct speech);
 - iii. Our branch manager thinks quickly, and responds in a calm manner. (Correct the sentence);
 - iv. The person that explained the task is from the HR department. (Correct the sentence).

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain how two-way communication is more effective than one-way communication.
- b) "Listening is difficult as we have different barriers to effective listening. Moreover, we have to listen in different ways in different situation". Justify this utterance with examples.
- c) "Body language is important for effective face-to-face communication.". Express your opinion as a presentation script. Illustrate it with representative slides.

- d) Informal communication is an essential channel of organisational communication. Explain by comparing and contrasting it with formal communication.
- e) What are different types of reading skills? Why are they important?
- f) There are various barriers to communication. Explain the barriers in the corporate context.
- g) How is technology useful in business communication? Give a brief account of emerging trends.
- h) You want to popularize the events conducted in BPUT Tech Carnival in the social media. How will create posts? Give at least two examples.
- i) The following memo is written by a subordinate to his senior. Analyse it using the 7 Cs of Effective Communication, and explain why it is not appropriate.

MEMO

To: Mr. R.K. Mishra, Factory Manager
From: Asst, HR, PaperBag Wonders Pvt. Ltd.
Date: 20 Jan 2026
Subject: Observations on Shift Allocations vis-à-vis Behavioural Parameters

Sir,

The shifts feel like drifting clouds—no beginning, no end, only scattered hours. Labourers wander in tempers, sometimes loud, sometimes absent, as if the recycled paper carries their unrest. Machines wait in silence, but the noise of confusion fills the air. Work happens, yet it doesn't, and the rhythm of discipline seems lost somewhere. I write this not as complaint, but as a thought that lingers without answer.

My grey cells get entangled as I struggle to decipher the hidden truth behind the demeanour of the toiling---yet, not-so-toiling class of persons. An angelic intervention is sought to redeem from this gulping loop of imprudence.

Aniruddha

- j) You head the marketing department. You have to organise a meeting to discuss the annual marketing plan that includes launch of new advertisements in print, electronic, and social media. Along with this, you are also required to finalize road shows, outdoor campaigns, and CSR activities. The Managing Director (MD) will chair the meeting. Prepare an agenda for the meeting, and send a circular mail to all the members of your department.
- k) What is the importance of GD in the process of selecting a suitable candidate for an organisation? Explain referring to the criteria used to evaluate GD performance.
- l) What is an interview? You are asked the following questions in a job interview. How will you respond?
 - i. Why did you choose management as a career?
 - ii. What are your strengths & weaknesses?
 - iii. Given an option, what will you choose a) working in Odisha with a less *salary package or, b) working outside of Odisha with a high *salary package? And why? (*with industry average as the standard; less= lesser than the industry average; high= higher than industry average)

Part-III

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

- Q3** Your company is planning to go for a public awareness campaign on “Climate Change”. It has been decided that a poster will be sent to all the schools and colleges of the state. Write a letter to be sent to the principals of the schools and colleges informing them about your campaign. Also, design and enclose a poster for the campaign. Which model of persuasive communication did you use? Explain. **(16)**
- Q4** We use different styles of writing business messages. These include KISS, BIF, BILL etc. Explain its importance. Give suitable examples. **(16)**
- Q5** You saw a job posting in LinkedIn for the post of Communications Manager in Accenture India. Their key requirements are: **(16)**
- a) Good Written and Verbal Communication.
 - b) Marketing and event management experience.
 - c) Critical Thinking
 - d) Problem solving
 - e) Stakeholder management.
- Apply for the post. Assume that you have 5 years of experience after the completion of MBA. Use the email id: CHRO@accenture,in
- Q6** You are working for Bajaj Auto (manufacturer). They want you to prepare a report on the reasons for the decline in sales of autos in the past one year. Prepare and submit a report to the Managing Director of the company. **(16)**