


Name: Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, Dec 2019			
Course: Business Communication Program: MBA Aviation Course code: HRES 7004		Semester: I Time: 03 Hours Max. Marks: 100	
Instructions: Attempt All 10 questions in Section A (each carrying 2 marks); Any Four Questions from Section B (each carrying 5 marks); Any 3 Questions Section C (each carrying 10 marks); Section D is Compulsory (carrying 30 marks)			
SECTION A - Multiple Choice			
		Marks	CO
Q 1	In Business the purpose of communication is to : a. Entertain b. Inform c. Persuade d. Both (b) and (c)	[2]	CO1
Q2	Filters that affect the content of a message are in : a. Medium of communication b. Mind of the speaker c. Mind of the listener d. Minds of both speaker and listener	[2]	CO2
Q3	Meta Communication relates to the speaker's a. Intentional choice of dress b. Intentional choice of words c. Unintentional choice of words d. Unintentional choice of Dress	[2]	CO1
Q4	In organizations the flow of communication slows down due to high number of : a. Managers b. Channels c. Hierarchical Levels d. Departments	[2]	CO3
Q5	Grapevine as an organization communication system is : a. Informal b. Formal c. Personal d. Predictable	[2]	CO3

Q6	Modern Business Letters are usually written in : a. Simplified style b. Semi Block Style c. Full Block Style d. None of the Above	[2]	CO4
Q7	Use of touch in Non Verbal communication is called a. Kinesics b. Haptics c. Proxemics d. Paralanguage	[2]	CO4
Q8	First objective in a group discussion is to : a. Catch the group's attention b. Prove your superiority c. Create sub groups d. Act as self-appointed leader of the group	[2]	CO2
Q9	Glossary in a Report means : a. Subjects covered in a report b. Diagrams used in the report c. Technical terms used in the report d. References	[2]	CO3
Q10	Negotiation Strategy is partly concerned with : a. Ending the discussion b. Avoiding Failure c. Prolonging the length of Negotiation d. Searching for a common goal	[2]	CO3
SECTION B – Short Answers (Attempt Any four)			
Q11	Explain in brief the Linear Model of Communication.	[5]	CO3
Q12	What are the formal and informal channels of communication in an organization? Explain in brief.	[5]	CO1
Q13	What are the key components of a good report? Explain in brief.	[5]	CO2
Q14	Explain three guidelines for effective writing in brief with examples.	[5]	CO4
Q15	Write a Short Notes on Any Two of the following: a. Negotiation and Communication b. Effective Presentations c. Passive Vs Active Voice in Verbal Communication	[5]	CO3
SECTION-C – Long Answers (Attempt Any Three)			

Q16	What is the Shanon Weaver Model of Communication? Explain in detail its various components.	[10]	CO1
Q17	What are various types of Non Verbal Communication? Explain in details with examples. Why is Non Verbal Communication important?	[10]	CO3
Q18	Discuss in detail with examples the organization and pattern of ideas of " Persuasive Written messages and “ No replies”	[10]	CO2
Q19	Process of Job Hunting involves three steps 1. Writing and sending a resume 2. Participating in a Group Discussion 3. Attending a Personal Interview. Explain in detail how would you prepare for each of these?	[10]	CO4
Q20	Explain in detail, the role does Communication play in managing Conflicts effectively in organizations.	[10]	CO1
SECTION-D – Case Study – (Attempt All)			
	<p>Mr. Rakesh is an MBA. He is being interviewed for the position of a Management Trainee in a reputed Company. The selection committee is chaired by the Vice President Mr. Pratap. The interview of Rakesh goes as follows:</p> <p>Committee: Good Morning</p> <p>Mr. Rakesh : Good Morning</p> <p>Chairperson : Please take a seat</p> <p>Mr. Rakesh : Thank you (Sits on the edge of the seat and keeps his portfolio on table)</p> <p>Chairperson: So, Mr. Rakesh I can see that you have completed your MBA with a first division. Why do you want to work for our organization?</p> <p>Mr. Rakesh: Your Company has a very good reputation in the market.</p> <p>Committee member: This job is considered to be very stressful. Do you think you can manage the stress involved?</p> <p>Mr. Rakesh: Yes, I think there is too much talk about stress these days. Sir, could you tell more clearly, what do you mean by stress?</p> <p>Committee Member: What do you think are your strengths?</p> <p>Mr. Rakesh: Sir, Who I am to boast about my strengths. You should tell me about my strengths.</p> <p>Committee Member: What are your weaknesses?</p> <p>Mr. Rakesh: I become angry too quickly.</p> <p>Committee Member: Do you want to ask any questions?</p> <p>Mr. Rakesh: Yes Sir, I was wondering what opportunities there are for someone who starts as a management trainee.</p> <p>The committee shares briefly the career path of a management trainee with Rakesh and thanks Rakesh. Rakesh says “You are welcome” and he then leaves the room.</p>		
Q21	Do you find Rakesh’s response to each question effective? Give reasons for your views on each answer given by Rakesh	[10]	CO3
Q22	Right down the most effective response as per you to each question asked to Rakesh by the Interview Committee.	[10]	CO4
Q23	Do you thing Rakesh was respectful in the interview? Do you think something went wrong? Give your views on the general impression of his performance in the interview.	[10]	CO3