

Registration No. \_\_\_\_\_

**MODEL QUESTION PAPER**

**GM12**  
**Business Communication**

**Time: 3 Hours**

**Maximum Marks: 100**

**Note:**

1. The paper is divided into four sections: SECTION-A, SECTION-B, SECTION-C & SECTION-D.
2. SECTION-A has 10 Multiple Choice Questions(MCQs), all the questions are compulsory.
3. SECTION-B has five questions, attempt ANY THREE.
4. SECTION-C has five questions, attempt ANY TWO
5. SECTION-D is a Case Study. All the questions are compulsory.
6. There is no negative marking

**SECTION-A (2 Marks each)**

1. The most important goal of business communication is \_\_\_\_\_
  - a.) favourable relationship between sender and receiver
  - b.) organisational goodwill
  - c.) receiver response
  - d.) receiver understanding
2. Downward communication flows from \_\_\_\_\_ to \_\_\_\_\_
  - a.) upper to lower
  - b.) lower to upper
  - c.) horizontal
  - d.) diagonal
3. Horizontal communication takes place between \_\_\_\_\_
  - a.) superior to subordinate
  - b.) subordinate to superior
  - c.) employees with same status
  - d.) none of these
4. Appeals and representations are used in \_\_\_\_\_ communication.
  - a.) horizontal
  - b.) downward
  - c.) upward
  - d.) grapevine
5. A memorandum (memo) is considered a brief form of written communication for \_\_\_\_\_
  - a.) internal use
  - b.) external use
  - c.) formal use
  - d.) legal use

6. Interpretation of data is followed by \_\_\_\_\_
- recommendation
  - suggestion
  - conclusions
  - complaint
7. The exit communication takes place when an employee \_\_\_\_\_ the organisation.
- enter into
  - learning from
  - both a & b
  - leaves
8. In developing the plan for a persuasive message \_\_\_\_\_
- consider primarily the writer's perspective
  - try to predict the reader's reaction
  - cover the pros and cons equally
  - all of the above
9. Statutory report is \_\_\_\_\_
- an informal report
  - not having legal sanction
  - always a statistical report
  - formal report
10. Communication is the task of imparting \_\_\_\_\_
- training
  - information
  - knowledge
  - message

**SECTION-B (10 Marks each)**

**( Words Limit- Minimum 150 words each answer)**

- Discuss the different types of information exchanged in business organizations.
- 'Communication is an essential function of business organization.' Explain the concept with reasoning.
- Mention any two interpersonal barriers. Highlight how they can cause breakdown in communication and how they can be eliminated?
- How is 'to persuade' different from 'to influence' in presentation? Explain with examples.
- 'A grammatically correct sentence might not always effectively convey the idea'. Justify the statement with an example.

**SECTION-C (15 Marks each)**

**( Words Limit- Minimum 250 words each answer)**

- Write a resume for the recruitment in a P.S.U. along with necessary focus on your professional expertise / excellence.
- What do you understand by a 'report'? Mention the characteristics of a business report.
- Audience is at the receiving end of your communication. Given the fact, how would you analyze the audience to create a direct impact on the strategy you devise for your presentation?
- 'Space and body language is used to signal power and status'. How does the knowledge of proxemics and kinesics help a presenter/speaker to have an effective communication?

20. Explain the following terms with reference to barriers in communication with two examples each.  
Attempt **any three**:
- a. Negative attitude
  - b. Information overload
  - c. Communication selectivity
  - d. Incongruity of verbal and non-verbal messages

### SECTION-C (20 Marks)

#### Case Study (Compulsory)

A young enterprising Indian marketing executive from a start-up company recently came to us because he was giving lots of webinars and his audience just wasn't responding well. His company suggested he go through an American pronunciation [accent reduction] course with us. Most organizations prefer to hire professionals who can communicate and express their ideas very well, rather than having the expertise and capabilities to solve problem.

#### Problem:

The problem was that he spoke too fast, never paused between words and was generally not understandable although he had deep knowledge in his field. Though he had, of course, spoken English his entire life along with his mother tongue-Hindi, Americans in the workplace couldn't understand him, although they tried. His mother tongue came way while speaking English. The first thing we did was to have him give a presentation while we taped him. He became much more conscious of his speech patterns once he saw and heard himself and together we then analyzed how he sounded – word for word. We made a list of the words he often used in his webinars and laid them out phonetically for him to practice during work hours – and especially on the phone where no one could see him if he made “funny” movements with his mouth. He kept a sign next to his office phone that said “slow down” and he made sure to pause frequently and enunciate his words more carefully when he was speaking. Normally I don't advocate slowing down because most people tend to speak up when they are nervous, but in his case, he had to because no one could understand his rapid fire sentences.

After several months of working with me on his accent, he wrote and gave presentations and after he really developed much better communication skills, he was able to give webinars and – success!, the audience understood and liked him. This boosted his self- confidence and he was actually promoted to the next level, something he wasn't even looking for at that time.

#### 21. Case Questions:

- i. What are cultural barriers to communication at work place? Why is it important to know the audience language background?
- ii. Suggest ways to minimize mother tongue influence while speaking English?
- iii. Poor or inaccurate communication can lead to conflict and negativity in the workplace. Explain in the light of the passage.

(10+5+5)