

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Winter 2018 - 19 Examination

Semester: 1
Subject Code: 06200106
Subject Name: Basic Business Communication

Date: 02/11/2018
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. _____ is not one of the 7 Cs of communication.

a) Clarity	c) Character
b) correctness	d) conciseness
2. Which of the following is not an advantage of working in teams?

a) Increased diversity of views	c) Increased acceptance of a solution
b) Increased savings for the organization	d) Increased information and knowledge
3. Which of the following are examples of external communication?

a) with competitors	c) with journalists
b) with customers	d) all of the above
4. A sympathetic listener, you should consider the message from the point of view of

a) yourself	c) Audience
b) Others	d) Speaker
5. A memo is considered as a brief form of written communication of

a) Legal Use	c) Internal use
b) Criminal Use	d) External Use

B). Define the following. (Each of 1 mark)**(05)**

1. Neutral Message
2. Weblog
3. Metacommunication
4. RFP
5. Formal Communication

C). Direct questions. (Each of 1 mark)**(05)**

1. What is Kinesics?
2. What is Proxemics?
3. What do you mean by grapevine?
4. What do you mean by unsolicited message?
5. What do you mean by informal communication?

Q.2 Answer the following questions.**A). What are the stages of team development?****(07)****B). What are the audience characteristics?****(08)****Q.3 Answer the following questions.****A). What is communication process?****(07)****B). Write a note on conflict management.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Why is listening important in business communication?
2. Explain how the information flows in an organization.
3. What are the advantages of E-mail?
4. What are the different purposes of messages?