

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Summer 2018 - 19 Examination**

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

**Date: 09/05/2019**  
**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.****Multiple choice type questions****(05)**

1. 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
2. Which of the following are examples of external communication?
 

a) with competitors	c) with journalists
b) with customers	d) all of the above
3. Which among the following is / are purpose for listening?
 

a) To gain information	b) To question and test
c) To inspire	d) all of the above
4. When a listener follows a general gist of a message, he is engage in
 

a) Active listening	c) Passive listening
b) Casual listening	d) Immediate listening
5. The communication process involves all of the following except
 

a) Decoding	c) Receiver
b) Noise	d) Performing

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

1. Grapevine
2. Kinesics
3. Meta Communication
4. Critical listening
5. Upward communication

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

1. Differentiate between verbal & Non verbal communication
2. State major elements of process of communication
3. State the difference between formal and informal communications channel
4. What do you mean by Open Door Policy
5. Difference between hearing & Listening.

**Q.2 Answer the following questions.****A). Write a short note on seven C's of effective communication.****(07)****B). What is the role of non verbal communication from managerial point of view in multinational company of your choice?****(08)****Q.3 Answer the following questions.****A). Explain the barriers to communication and discuss the remedies for each of them.****(07)****B). Ms. Pooja wants to apply for the post of clerk in a reputed in a bank. Help her to write an application letter.****(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

**(15)**

1. What are the various guidelines that need to be followed for effective cell phone communication
2. Business Communication is called the “Life Blood” of any organization. Elaborate this statement with relevant example.
3. Explain in detail how information flows in an organization.
4. “Power point presentation is an effective way of business communication”. Explain in detail with example.