

Term End External Examination 1st Semester (Session-Feb 2025)

Subject: Skill Enhancement Course

Course No and Title: BAD122S/ Business Communication

Time: 1.15 hours Max Marks:50 Min. Marks:20

Section A: Objective Type Questions

Q1. Choose the appropriate Answer: (4x1.5=06)

i. The '7 Cs of Communication' include all of the following EXCEPT:

- A Clarity B Courtesy
C Complexity D Correctness

ii. Which strategy is most effective for overcoming communication barriers in a multicultural workplace?

- A Using complex jargon B Emphasizing active listening and empathy
C Speaking louder to ensure clarity D Ignoring cultural differences

iii. Kinesics refers to:

- A The study of vocal pitch and tone B Time management during communication
C The interpretation of body language and gestures D The study of spoken language patterns

iv. In business correspondence, which letter type is used to seek product details or information from a company?

- A Inquiry letter B Complaint letter
C Sales letter D Adjustment letter

Section-B: Descriptive Type Questions (Short Type)

Q2: Answer all the Questions (4 x 4 =16)

- i.** Why is 'conciseness' important in communication? Provide an example.
ii. What are semantic barriers? Provide suitable examples.
iii. What are agency letters, and when are they used in business

communication?

iv. What is the purpose of an executive summary in report writing?

Section – C: Descriptive Type Questions (Medium Type)

Answer all the questions: (2 x 7=14)

Q3. What is the significance of cultural sensitivity in cross-cultural communication? Provide an example of how misunderstanding cultural norms can impact business interactions.

OR

Suppose you are participating in a group discussion on climate change. What strategies would you use to present your views clearly while respecting others' opinions?

Q4. Discuss three common interview questions and suggest effective responses.

OR

Describe the key elements of an order letter. How do you ensure that an order letter is clear and actionable?

Section – D: Descriptive Type Questions (Long Type)

Answer any one of the following: (1 x 14=15)

Q5. Discuss the role of corporate communication in managing crises such as product recalls, public relations disasters, or legal challenges. Describe a case where effective corporate communication helped resolve or mitigate a crisis.

Q6. Every communication channel has limitations. Explain the limitations of various communication channels (e.g., face-to-face communication, email, telephone, video conferencing) in terms of message delivery, misunderstandings, and technological constraints. What strategies can be used to overcome these limitations?