

MASTER OF BUSINESS ADMINISTRATION**Subject: Professional Communication****Subject Code: MGM804****Semester: First****February 2022****Theory (External): 70 Marks****Time: 03 Hours****Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. The sender produces the message in a _____ medium.
- a) Transmittable
 - b) Solid
 - c) Both
 - d) none
- B. The audience _____ the message.
- a) Encodes
 - b) Decodes
 - c) Recodes
 - d) none
- C. _____ carries both intentional and unintentional messages.
- a) Voice
 - b) Letter
 - c) Email
 - d) All
- D. Nonverbal signals are powerful, but they aren't _____, particularly if you don't know a person's normal behavioral patterns.
- a) Effective
 - b) Reliable
 - c) Fallible
 - d) Infallible
- E. _____ communication is the process of sending and receiving messages between people whose cultural backgrounds could lead them to interpret verbal and nonverbal signs differently.
- a) Transcultural
 - b) Cultural
 - c) Routine
 - d) None
- F. *Haptic communication* or *haptics* is the study of _____ in a communication context.

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- a) Touch
- b) Sight
- c) Sound
- d) None
- e) All

G. Avoid _____ for all types of external communication and for formal internal communication.

- a) Emoticons
- b) Formality
- c) Both
- d) None

H. Facebook is an example of _____.

- a) Advertisement platform
- b) Personal communication
- c) Business communication
- d) None

I. _____ creates a simulation in which the person experiences the sensation of being in an environment, even though that environment is entirely computer-generated.

- a) Augmented reality
- b) Virtual reality
- c) Both
- d) None

J. Automated bots (short for *robots*) made a small wave a decade or so ago when _____ began appearing on websites to help companies handle online conversations with customers.

- a) Mini robots
- b) Robots
- c) Chatbots
- d) All

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

1. What are the major components of communication?
2. Write a note on the significance of presentation skills.
3. What is the significance of messages in formal business communication?
Discuss different types of messages.
4. How personal writing skills can be improved?
5. How communication skills help during conflict?
6. What is the significance of mentoring and appraisals?
7. Write a note on different mediums required for communication across cultures.
8. What are the points that must be taken care of during interview?

====END OF PAPER====