

# Maulana Azad National Urdu University

Programme: M.B.A

II Semester Examination, July-2023

Paper: MMBA222CCT, Paper Title: Business Communication

Time: 3 Hours

Total Marks: 70

**Note:** This question paper consists of three parts: Part-A, Part-B, Part-C. Number of words to answer each question is only indicative. Attempt all parts.

**Part-A:** contains 10 compulsory questions of multiple choice / fill in the blank / very short answer type question. Answer all questions. Each question carries 1 mark. (10x1= 10 marks)

**Part-B:** contains 08 questions of which students are supposed to answer 05 questions. Answer each question in approximately 200 words. Each question carries 06 marks. (05x6= 30 marks)

**Part-C:** contains 05 questions of which students are supposed to answer 03 questions. Answer each question in approximately 500 words. Each question carries 10 marks. (03x10= 30 marks)

## PART A

1. Which of the following statements accurately describes the role of noise in the communication process within organizations?

- A. Noise refers to the physical disturbances that disrupt the transmission of messages in communication.
- B. Noise is a psychological barrier that hinders the decoding of messages by receivers.
- C. Noise represents the semantic errors or misunderstandings that occur during the encoding of messages by senders.
- D. Noise encompasses all the external and internal factors that create interference and hinder effective communication.

2. Which type of communication occurs between individuals at the same hierarchical level in an organization?

- a) Downward communication, b) Upward communication, c) Lateral communication
- d) Diagonal communication

3. A communication network that allows all members to communicate directly with each other is called:

- a) Chain network                      b) Wheel network,
- c) Circle network                      d) All-channel network

4. Which of the following is an example of a psychological barrier to communication?

- a) Noise, b) Language differences, c) Cultural differences, d) Prejudice

5. What is the term for the type of communication that involves the exchange of information, ideas, and proposals between parties with conflicting interests to achieve mutually beneficial outcomes?

6. What is the purpose of feedback in the communication process?
- a) To transmit information,
  - b) To confirm understanding
  - c) To overcome barriers,
  - d) To establish authority
7. What is the term for the active and focused process of receiving, interpreting, and understanding verbal and nonverbal messages in the communication process?
8. Negotiation is a process of:
- a) Persuading others to accept your point of view
  - b) Forcing others to comply with your demands
  - c) Collaboratively reaching an agreement
  - d) Avoiding conflict entirely
9. Which of the following is a common purpose of conducting a business meeting?
- a) Making important announcements
  - b) Solving conflicts
  - c) Conducting training sessions
  - d) All of the above
10. What is the term for the systematic arrangement of communication channels and relationships within an organization to facilitate the flow of information, decisions, and coordination?

## **PART B**

1. Analyze the different types of communication, and evaluate their significance in the context of managerial communication strategies.
2. Examine the concept of communication networks within organizations, comparing and contrasting formal and informal communication networks and their impact on organizational effectiveness.
3. Identify the major barriers to effective communication in the workplace, and propose strategies and techniques that managers can employ to overcome these barriers.
4. Outline the essential factors required for effective communication in a diverse and global business environment, considering cultural differences, language barriers, and technological advancements.
5. Explore the importance of active listening in effective communication, highlighting key listening skills that managers can employ to improve their listening abilities in various organizational contexts.
6. Discuss the significance of feedback in the communication process, examining its role in promoting dialogue, and improving overall communication effectiveness within organizations.
7. Examine the essential elements and techniques for delivering impactful business presentations, including effective storytelling, visual aids, and audience engagement strategies.
8. Evaluate the principles and tactics of negotiation in business contexts, analysing the role of effective communication in achieving mutually beneficial outcomes.

### **Section C**

1. Provide a comprehensive guide to crafting an impressive resume, covering essential sections, formatting tips, and effective language usage to showcase professional achievements and skills effectively.
2. Analyse various interview formats, communication techniques, and strategies for effectively presenting qualifications and responding to interview questions.
3. Discuss the importance of effective communication in group discussions, analyzing strategies for facilitating productive and collaborative discussions in business settings.
4. Develop a professional resume highlighting your achievements, skills, and qualifications, while effectively communicating your personal brand and value proposition to potential employers.
5. Create a comprehensive meeting agenda for a strategic planning session, outlining discussion topics, objectives, and time allocations, while ensuring effective communication and active participation from all attendees.

