


Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2022			
Course: Business Communication and Ethics		Time: 03 hrs.	
Semester: First		Max. Marks: 100	
Program: MCA			
Course Code: HRES 7018			
Instructions:			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	Critically evaluate the different types of communication	4	CO1
Q 2	“Dogs for Sale. Will Eat Anything. Especially likes Children.” What is wrong with this ad? Enlist and explain the different categories of communication barriers.	4	CO2
Q 3	“Leaders have to speak according to purposes and audiences”, highlight the various types of managerial speeches supporting this statement	4	CO2
Q 4	Is communication the same across cultures ? How is cross-cultural communication different in different cultures?	4	CO3
Q 5	Define the terms a. Sender b. Encoding c. Feedback d. Noise	4	CO1
SECTION B (4Qx10M= 40 Marks)			
Q 6	As MCA freshers write a professional cover letter for a multinational company operating in IT project management highlighting your organizational, marketing and computer skills.	10	CO2
Q 7	“Values are different from ethics”. Critically evaluate the statement. What are the different types of values ?	10	CO3

Q 8	Working in multinational level company requires certain professional conduct, critically describe various characteristics of professionalism and how they are important in organizational context.	10	CO4
Q 9	Define Persuasion. What are its different principles?	10	CO3
SECTION-C (2Qx20M=40 Marks)			
Q 10	Ashutosh delivered a poor presentation. He wants your advice to be a better speaker. List and explain the different aspects of body language he should manage while speaking.	20	CO4
Q 11	<p>Instruction- Select the right option and briefly explain about how it is correct</p> <p>1. Which of these is the communication barrier present during the communication process?</p> <p>a) Noise b) Sender c) Encoding d) Decoding</p> <p>2- Both encoding and decoding of message are influenced by our emotions. a. True, b. False</p> <p>3- In which of these problems, is the actual message lost in the abundance of transmitted information?</p> <p>a. Selecting perception b. Over communication c. Under communication d. Filtering</p> <p>4- When is the communication process complete?</p> <p>a) When the sender transmits the message b) When the message enters the channel c) When the message leaves the channel d) When the receiver understands the message.</p>	4*5 = 20	CO1