



<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**

**End Semester Examination, December 2023**

**Course: Business Communication I**  
**Program: BBA ALL\_B.Com(Hons)**  
**Course Code: HUMN1004**

**Semester: I**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

- **This question paper contains four sections.**
- **All sections are compulsory.**
- **In section C, Q3(c) has internal choice.**
- **In section D, Q4 (b) has internal choice.**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1 (a)	What type of language is most appropriate for business writing?  a) Formal and colloquial language b) Technical jargon without explanation c) Clear, formal, and precise language d) Emotive language to engage the reader	<b>2</b>	<b>CO1</b>
Q 1 (b)	In organizations following dress code or uniform comes under _____ communication a) Verbal b) Non-Verbal c) Written d) Informal	<b>2</b>	<b>CO1</b>
Q 1 (c)	The network or pathway of informal communication is known as _____  a) Vertical b) Formal c) Horizontal d) Grapevine	<b>2</b>	<b>CO1</b>
Q 1 (d)	Which type of communication involves the exchange of information within an organization's hierarchical structure?  a) Upward communication b) Lateral communication	<b>2</b>	<b>CO1</b>

	<p>c) External communication d) Informal communication</p>		
Q 1 (e)	<p>In communication the function of noticing, decoding, understanding the message is associated with:</p> <p>a) Medium b) Channel c) Sender d) Receiver</p>	2	CO1
Q 1 (f)	<p>Which among the following is not a type of message written in a business context?</p> <p>a) General Message b) Positive News c) Negative News d) Spiritual News</p>	2	CO1
Q 1 (g)	<p>Which among the following is not a social media writing tool?</p> <p>a) A Letter b) A Blog c) A Tweet d) A Facebook Post</p>	2	CO1
Q 1 (h)	<p>Which factor is essential in creating effective cross-cultural communication in a global business setting?</p> <p>a) Ignoring cultural differences b) Adhering strictly to one's cultural norms c) Understanding and respecting diverse cultural practices d) Assuming universal business etiquette for all cultures</p>	2	CO1
Q 1 (i)	<p>Which of the following is NOT a primary section of an academic research paper?</p> <p>a) Methodology b) Abstract c) Results d) Acknowledgements</p>	2	CO1
Q 1 (j)	<p>Identify the role of concluding sentence in a paragraph?</p> <p>a) Introduction of new topic b) Summarizing the main point and transitions to the next paragraph c) Providing additional examples. d) Adding precision to paragraph</p>	2	CO1

<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q 2 (a)	Define two communication barriers in an organizational context.	<b>5</b>	<b>CO2</b>
Q 2 (b)	Discuss two key strategies for writing persuasive business messages.	<b>5</b>	<b>CO2</b>
Q 2 (c)	Illustrate with one example, the changing nature of oral vs. written communication	<b>5</b>	<b>CO2</b>
Q 2 (d)	Explain the difference between summary and abstract in an academic paper.	<b>5</b>	<b>CO2</b>
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q 3 (a)	Describe the strategies to be employed when delivering bad news in a business setting.	<b>10</b>	<b>CO2</b>
Q 3 (b)	Interpret the following statement with an example:  “Effective deciphering of instructions is important in organizational communication”	<b>10</b>	<b>CO2</b>
Q 3 (c)	Apply the principles of the 7c (clarity, conciseness, completeness etc.) model and prepare an e-mail responding to a customer complaint regarding damaged product delivery.  <b>OR</b>  Draw a mind map on the relevance of time management for students and ways towards ensuring effective time management.	<b>10</b>	<b>CO3</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 4 (a)	Analyze the given situation and draft an agenda of the meeting.  You are the project manager for a new software development project which is complex and has a tight deadline. You need to hold a weekly meeting with the team to discuss progress, identify any challenges, and make decisions. You have various topics to cover in the meeting, including reviewing the team's progress on the current project, discussing the challenges that the team is facing, and making decisions about upcoming tasks and features. Draft an agenda of meeting that ensures effective and well-organized meeting outcomes.	<b>15</b>	<b>CO4</b>

Q 4 (b)	<p>You are employed by an international company as a communication analyst. You have been assigned to review the company's most recent social media posts, for example press releases on website, LinkedIn posts etc. Examine the role of social media in conveying the desired message to the target audience.</p> <p style="text-align: center;"><b>OR</b></p> <p>Analyze the given situation and apply appropriate messaging technique.</p> <p>Pallavi Joshi, Senior Manager, HR Accenture India, takes care of International collaborations and foreign on-site allocations to eligible employees. Due to budgetary constraints, the HR has to shortlist only two engineers based on their tenure with the organization. Consequently, the HR has to say no to Ms. Poonam Garg who is one of the five shortlisted candidates applied for this opportunity to go to U.S and work Onsite. Now, imagine yourself as a PA to Pallavi Joshi, and write that message to Ms Poonam Garg informing about the decision, support it with a logic and reason so as to not to hurt her morale and commitment towards the organization.</p>	<b>15</b>	<b>CO4</b>
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