


Name: Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, Dec 2019			
Course: Business Communication Program: MBA Business Analytics Course code: HRES 7004		Semester: I Time: 03 Hours Max. Marks: 100	
Instructions: Attempt All 10 questions in Section A (each carrying 2 marks); Any Four Questions from Section B (each carrying 5 marks); Any 3 Questions Section C (each carrying 10 marks); Section D is Compulsory (carrying 30 marks)			
SECTION A - Multiple Choice			
		Marks	CO
Q 1	In Business the purpose of communication is to : a. Entertain b. Inform c. Persuade d. Both (b) and (c)	[2]	CO1
Q2	Filters that affect the content of a message are in : a. Medium of communication b. Mind of the speaker c. Mind of the listener d. Minds of both speaker and listener	[2]	CO2
Q3	Meta Communication relates to the speaker's a. Intentional choice of dress b. Intentional choice of words c. Unintentional choice of words d. Unintentional choice of Dress	[2]	CO1
Q4	In organizations the flow of communication slows down due to high number of : a. Managers b. Channels c. Hierarchical Levels d. Departments	[2]	CO3
Q5	Grapevine as an organization communication system is : a. Informal b. Formal c. Personal d. Predictable	[2]	CO3

Q6	Modern Business Letters are usually written in : a. Simplified style b. Semi Block Style c. Full Block Style d. None of the Above	[2]	CO4
Q7	Use of touch in Non Verbal communication is called a. Kinesics b. Haptics c. Proxemics d. Paralanguage	[2]	CO4
Q8	First objective in a group discussion is to : a. Catch the group's attention b. Prove your superiority c. Create sub groups d. Act as self-appointed leader of the group	[2]	CO2
Q9	Glossary in a Report means : a. Subjects covered in a report b. Diagrams used in the report c. Technical terms used in the report d. References	[2]	CO3
Q10	Negotiation Strategy is partly concerned with : a. Ending the discussion b. Avoiding Failure c. Prolonging the length of Negotiation d. Searching for a common goal	[2]	CO3
SECTION B – Short Answers (Attempt Any four)			
Q11	Explain in brief the Linear Model of Communication.	[5]	CO3
Q12	What are the formal and informal channels of communication in an organization? Explain in brief.	[5]	CO1
Q13	What are the key components of a good report? Explain in brief.	[5]	CO2
Q14	Explain three guidelines for effective writing in brief with examples.	[5]	CO4
Q15	Write a Short Notes on Any Two of the following: a. Negotiation and Communication b. Effective Presentations c. Passive Vs Active Voice in Verbal Communication	[5]	CO3
SECTION-C – Long Answers (Attempt Any Three)			

Q16	Compare in detail the Linear Model and Shanon Weaver Model of communication. Which is better and why? Explain	[10]	CO1
Q17	What are the Ekman's emblems used in Non Verbal Communication? Explain in details with examples. Why is Non Verbal Communication important?	[10]	CO3
Q18	Discuss in detail with examples how to write persuasive messages.	[10]	CO2
Q19	Explain the difference between the Structured and Unstructured Interviews? Explain in detail the STAR Framework used in Interviewing with examples.	[10]	CO4
Q20	Explain in detail the various types of Conflicts in organizations? What role does communication play in handling Conflicts? What is the approach followed?	[10]	CO1
SECTION-D – Case Study – (Attempt All)			
	<p>Following is a short excerpt of Letter written to a customer on clearing some outstanding dues.</p> <p><i>Dear Sir,</i> <i>Your Letter of the 23rd with a cheque for Rs 25,000 on account is to hand.</i> <i>We note what you say regarding the difficulty you experienced in collecting your outstanding accounts, but we are compelled to remark that we do not think you are treating us with consideration; we have a right to expect.</i> <i>It is true that small remittances have been forwarded from time to time , but the debit balance against you has been steadily increasing during the past 12 months until now it stands at the considerable amount of Rs 85,000.</i> <i>Having regard to the many years during which you have been a customer of this house and generally satisfactory character of your account, we are reluctant to resort to harsh measure.</i> <i>We must however insist that the existing balance be cleared by regular instalments of say Rs 10,000 per month, and the first instalment should reach us by the 7th April.</i> <i>Meanwhile, you shall need to pay cash for all further goods; we are allowing you an extra 3% discount in lieu of credit.</i> <i>We shall be glad to hear from you about this arrangement, as otherwise we shall have no alternative but to close your account and place the matter in our hands.</i> <i>Yours Truly,</i></p>		
Q21	Comment on the appropriateness of the Tone of the sender to the customer and highlight issues.	[10]	CO3
Q22	Point out old fashioned phrases and expressions in the Letter	[10]	CO4
Q23	Rewrite this letter according to the principles of effective writing in Business	[10]	CO3