

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Jan 2021

Course: Business Communication
Program: MBA - LSCM
Course code: HRES 7004

Semester: I
Time: 03 Hours
Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 marks**
- 2. Instruction : Select the most appropriate answer**

		Marks	CO
Q 1	Which manager roles as per Mintzberg requires communication? a. Personal b. Interpersonal c. Decisional d. Impersonal	[5]	CO1
Q2	Use of Touch in Non Verbal communication is called a. Kinesics b. Paralanguage c. Proxemics d. Haptics	[5]	CO1
Q3	Reading out a presentation is a. Allowed b. Not Allowed c. A good Practice d. Is dull	[5]	CO1
Q4	Which of the following is not part of the 7Cs of communication? a. Conciseness b. Correctness c. Congruence d. Clarity	[5]	CO1
Q5	Which of the following written messages is most indirect in Nature? a. Yes Reply b. No Reply c. Persuasive Message d. None of the Above	[5]	CO1

Q6	Communication for managing conflicts effectively should be: a. Reactive b. Proactive c. Interactive d. Transactional	[5]	CO1
SECTION B			
1. Each Question will carry 10 marks 2. Write short / brief notes			
Q7	Explain in brief the various barriers in effective communication with examples.	[10]	CO3
Q8	What is Non Verbal Communication? What are various Emblems as per Ekman?	[10]	CO2
Q9	How is Communication linked to other management functions and manager roles? Explain in brief.	[10]	CO2
Q10	How is Communication used in effective Negotiations? Explain in brief.	[10]	CO4
Q11	Write a Short Notes on Any Two of the following: a. Conflict Management and Communication b. Components of an effective Report c. You Attitude in Written Communication	[10]	CO3
SECTION C			
1. Each Question carries 20 marks 2. Instruction : Write Long Answer			
Q12	<p>Prepare a Brief one Paragraph executive Summary of your profile based on various information sets in your CV. Also, write a covering a Letter to HR Head, ABC Systems conveying your interest in the position of Marketing Manager, recently advertised by the Company for which you have applied on their online portal.</p> <p style="text-align: center;">OR</p> <p>You are working as Head of Sales in a Company which manufacturers Automobile Spare Parts for Transmission systems of Cars. The Company supplies to different manufacturers and directly Sells through it's Outlets as well. Your CEO has asked you to prepare a report on the Current Sales Trends and Future outlook for Sales, seeing the Decline in Sales due to Corona Epidemic. Prepare an Outline of the Report mentioning only the key sections of the report, with a Suitable Title. Also, highlight what report writing techniques would you be using for the same to make the communication effective.</p>	[20]	CO4