

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**
**End Semester Examination, Dec 2021**
**Course: Business Communication**
**Program: Integrated B Com (H) MBA –ECOM&BI**
**Course code: HUMN1004**
**Semester: I**
**Time: 03 Hours**
**Max. Marks: 100**
**SECTION A**
**1. Each Question will carry 2 marks**
**2. Instruction : Select the most appropriate answer**

		Marks	CO
Q 1	In Business the purpose of communication is to :  a. Entertain b. Inform c. Persuade d. Inform and Persuade	[2]	CO1
Q2	Which of the following is not part of the 7Cs of communication?  a. Conciseness b. Correctness c. Character d. Clarity	[2]	CO1
Q3	A paragraph, which ends with a topic sentence, is written in which style?  a. Exploratory b. Deductive c. Inductive d. Spatial	[2]	CO1
Q4	Writing with a You – Attitude means writing :  a. From point of view of writer b. Using the Word You repeatedly c. From Point of View of Reader d. From point of view of a Third Person	[2]	CO1
Q5	Reading out a presentation is  a. Allowed b. Not Allowed c. A good Practice d. Is dull	[2]	CO1
Q6	Use of All CAPS in the text of an Online Discussion Forum Thread is :  a. Absolutely Fine b. not always but sometimes fine	[2]	CO1

	c. regarded as insulting d. regarded as yelling		
Q7	In organizations communication slows down when there are too many :  a. Managers b. Channels c. Departments d. Hierarchy Levels	[2]	CO1
Q8	BCC in emails is sent :  a. To hide message from sender b. To hide message from receiver c. To inform in knowledge of primary receiver d. To inform without knowledge of primary receiver	[2]	CO1
Q9	Limitation of informal communication is:  a. Inadequacy b. Informality c. Falsehood d. Unwarrantedness	[2]	CO1
Q10	Which bad news is always put forward directly?  a. Routine Query b. No Reply c. Yes Reply d. Claim	[2]	CO1
<b>SECTION B</b>			
<b>1. Each Question will carry 5 marks</b> <b>2. Write short / brief notes</b>			
Q11	Explain in brief the various barriers in effective communication.	[5]	CO3
Q12	How is Communication linked to other management functions and manager roles? Explain in brief.	[5]	CO2
Q13	What are the various styles of writing Paragraphs? Explain in brief.	[5]	CO2
Q14	What the best practices for excellent presentations? Explain in brief.	[5]	CO4
<b>SECTION C</b>			
<b>1. Each Question carries 10 marks</b> <b>2. Instruction : Write Long Answer</b>			
Q15	What is the Shanon Weaver Model of Communication? Explain in detail, its various components.	[10]	CO4
Q16	What are the Various Features of Academic Writing? Explain in Detail	[10]	CO3
Q17	Give Two Examples each of the Following : 1. Active Voice and Passive Voice 2. Citation Styles – MLA, APA and Chicago 3. Past Continuous Tense 4. Present Perfect Continuous Tense 5. Business Idiom and Collocations	[10]	CO2

**SECTION D**

**1. Each Question carries 15 marks**

**2. Instruction : Write Long Answer**

Q18	a. What are Good News, Bad News in Written Communication? Explain the guidelines for each these written messages with some examples.  b. What are the principles universally followed for effective Written Communication?	<b>[15]</b>	<b>CO4</b>
Q19	a. What is the Tenses Table used to summarize tense rules in written Communication? Explain each tense with short sentences?  b. What is mind mapping? Explain with an example	<b>[15]</b>	<b>CO3</b>