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Total No. of Pages :03

Total No. of Questions :26

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-3)

BUSINESS COMMUNICATION

Subject Code :MSFMM306-18

M.Code :76715

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TWENTY** questions carrying **ONE** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

SECTION-A

Choose the most appropriate from the following :

1. Misunderstanding between sender and receiver due to different meaning of words or other symbols is called:
A. Semantic barriers
B. Psychological barriers
C. Noise
D. Passive listening
2. The set of nonphonemic properties of speech such as speaking, tempo, vocal pitch that can be used to communicate meanings is called:
A. Kinesics
B. Paralanguage
C. Proxemics
D. Telepathy
3. Peer to peer communication at the same level can be:
A. Horizontal
B. Vertical
C. Upward
D. Resolution
4. Using your mobile phone while your boss is giving presentation is a type of:
A. Faulty expression
B. Active listening
C. Cultural barriers
D. Passive listening
5. Tendency for positive impression of a person from a company, brand or a product to influence one's opinion positively is called:
A. Biasness
B. Prejudice
C. Halo effect
D. Horn effect

6. Minimum number of participants required in a meeting is called:

A. Quorum	C. Peer relation
B. Resolution	D. Memorandum
7. When an interviewer wants to learn more about you and often involves a series of follow up questions is called:

A. Minutes writing	C. Networking
B. Information overload	D. Probing
8. Conversation between employees and superiors that do not follow prescribed structure or ruling is called:

A. Gang plank	C. Vertical communication
B. Grapevine	D. Lines of command
9. A decision taken at the end of a meeting is called:

A. Resolution	C. Memo
B. Open House	D. Report
10. Which of the following is not a part of 7 C's of effective communication?

A. Consideration	C. Conciseness
B. Clarity	D. Contempt

State whether the following statements are true or false:

11. Written communication is more effective and efficient than oral communication. (T/F)
12. List of topics to be discussed in a meeting is called agenda. (T/F)
13. Kinesics is a form of verbal communication. (T/F)
14. Physiological barriers of listening are due to physical conditions. (T/F)
15. Appeals and representations are used in upward communication. (T/F)

Fill in the blanks with most appropriate answer :

16. Full form of Memo is _____.
17. The most important element of communication process is _____.
18. Formal document that job hopefuls submit to hiring managers is called _____.
19. The study of communication through touch is called _____.
20. What is denoted as P.S. is _____.

SECTION-B

UNIT-I

21. What are various barriers to communication? How can 7 C's of effective communication can help overcoming these barriers?
22. "*Communication is necessary to business as the blood stream is to a person.*" Discuss this statement.

UNIT-II

23. Explain various types of verbal communication in context to a business setting.
24. Write short notes on the following:
 - a) Kinesics.
 - b) Components of non-verbal communication.

UNIT-III

25. Suppose you are applying for a teaching job in a reputed management institution. Draft your Resume. Which important elements would you keep in mind?
26. How technological advancements have made communication easy, fast and effective?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.