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Total No. of Pages: 03

Total No. of Questions: 11

**M.Sc (Fashion Marketing Management) (Sem. – 3)**

**BUSINESS COMMUNICATION**

**Subject Code: MSFMM306-18**

**M Code: 76715**

**Date of Examination : 24-12-2022**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. **SECTION-A is COMPULSORY carrying TWENTY marks.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.**
3. **Student has to attempt any ONE question from each Sub-section.**

**SECTION-A**

1. Choose the most appropriate from the following:
  - a) Resistance to change is a which type of barrier in communication:

A. Physical	C. Semantic
B. Psychological	D. Cross cultural
  - b) Individual's perception and use of space, both personal and social, is called:

A. Proxemics	C. Kinesics
B. Physical barriers	D. Telepathy
  - c) Communication from one level to another level in a business setting is called:

A. Gang plank	C. Vertical
B. Grapevine	D. Horizontal
  - d) Technique of listening used in situations like counselling, training, solving disputes or conflicts is called:

A. Faulty expression	C. Active listening
B. Cultural barriers	D. Passive listening
  - e) Pre conceived notion that is not based on reason or actual experience is called:

A. Alertness	C. Horn Effect
B. Halo Effect	D. Prejudice

- f) Tool used for internal communication regarding procedures of official business within an organization is called:
- |              |                     |
|--------------|---------------------|
| A. Memo      | C. Group discussion |
| B. Interview | D. Peer relation    |
- g) To convert information or instruction into a particular form is called:
- |             |            |
|-------------|------------|
| A. Decoding | C. Probing |
| B. Encoding | D. Action  |
- h) Set of words and expressions that belong to a certain field of knowledge and can't be understood without special knowledge is called:
- |                     |                 |
|---------------------|-----------------|
| A. Technical Jargon | C. Paralanguage |
| B. Kinesics         | D. Coding       |
- i) Which of the following e-communication is mostly used in business?
- |             |            |
|-------------|------------|
| A. WhatsApp | C. Email   |
| B. Text     | D. Twitter |
- j) Which of the following is not a part of 7C's of effective communication?
- |             |                |
|-------------|----------------|
| A. Concrete | C. Compassion  |
| B. Concise  | D. Considerate |
2. State whether the following statements are true or false:
- Silence is not a means of communication.
  - Telepathy is non-verbal form of communication.
  - Paralanguage is a form of verbal communication.
  - Business letters are means of formal communication.
  - If you have a constant eye contact with the speaker implies that you are an attentive listener.
3. Fill in the blanks with most appropriate answer.
- Full form of AIDA is \_\_\_\_\_.
  - Exposure to or provision of too much information or data is called \_\_\_\_\_.
  - Full form of CV is \_\_\_\_\_.
  - Communication is process of imparting \_\_\_\_\_.
  - Live written recordings of meetings are called \_\_\_\_\_.

## **SECTION-B**

### **UNIT-I**

4. What do you understand by the term Business Communication? Also explain its various forms with respect to its flow.
5. "Communication is a continuous process of interaction of various elements." Explain this process and these elements.

### **UNIT-II**

6. What are various unspoken elements of communication that could reveal our true feelings and emotions? Explain its types.
7. Write short notes on the following:
  - a) How Grapevine is both blessing and curse for business?
  - b) Difference between active and passive listening.

### **UNIT-III**

8. Write short notes on the following:
  - a) Minutes of meeting.
  - b) Types of business letters.
9. What is memorandum? How do you write it? Explain its steps and format.

### **UNIT-IV**

10. What is an interview? What are various techniques of interview?
11. Suppose you are applying for a position of customer care executive for a telecommunication company. What are various considerations that you would keep in mind while appearing for the same?

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