

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – Dec- 2021

Program: BA (Hons.) Economics
Subject: Business Communication I
Course Code: HUMN1001

Semester: I
Max. Marks: 100
Duration: 3 Hours

SECTION- A

Each Question will carry 2 Marks

S.No.	Question	
Q 1	An interview, in which supervisor and subordinate review appraisal, called a. structured interview b. unstructured interview c. appraisal interview d. hiring interview	CO1
Q 2	Process which begins when one party perceives that other has frustrated, or is about to frustrate, some concern of his, is known as a. Risk b. Conflict c. Poor Management d. Uncertainty	CO1
Q 3	Physical appearance is comes under... a. Formal b. Non Verbal c. Verbal d. Informal	CO1
Q 4	It take place within an individual; we may also say it is self-talk.defining the job a. Interpersonal communication b. Intrapersonal communication c. Transpersonal communication d. None of these	CO1

Q 5	<p>It takes place whenever two or more people interact & exchange messages or ideas</p> <ul style="list-style-type: none"> a. Interpersonal communication b. Intrapersonal communication c. Transpersonal communication d. None of these 	CO1
Q 6	<p>Manipulation of appraisal rating on basis of 'age' is an example of</p> <ul style="list-style-type: none"> a. lenient/strict tendency b. bias c. central tendency d. different tendencies 	CO1
Q 7	<p>Example of oral communication?</p> <ul style="list-style-type: none"> a. Letter b. FAX c. Email d. Telephone 	CO1
Q 8	<p>The most imp goal of business communication is ?</p> <ul style="list-style-type: none"> a. receiver response b. receiver understanding c. assessment d. feedback 	CO1
Q 9	<p>As per Newman and Summer Communication is the Exchange of.....</p> <ul style="list-style-type: none"> a. facts b. opinion c. emotions d. all of the above 	CO1
Q 10	<p>BATNA is developed by</p> <ul style="list-style-type: none"> a. Roger Fisher b. William Ury c. F. W. Taylor d. Both A & B 	CO1

SECTION- B

Each Question will carry 5 Marks

Q.1	What are the most critical business communications skills in the workplace?	CO1
Q.2	What would you do if there was a breakdown in communication at work?	CO2
Q.3	Is it more important to be a good listener or a good communicator? Comment.	CO2
Q.4	Write down the difference between verbal communication and non-verbal communication?	CO2

SECTION- C

Each Question will carry 10 Marks

Q.1	Without clear and precise communication a business cannot stand. It is the foundation for any business. What difference does good communication make?	CO3
Q.2	Communication is not merely for delivery of message but is for accomplishment and improvement of performance”. Elucidate.	CO3
Q.3	How would you explain a complicated technical problem to a colleague with less technical understanding?	CO3

SECTION- D

Each Question will carry 15 Marks

Q 1	<p>“The director of Department of Group Marketing and Communication are responsible to develop an annual promotional pack on mobile app. In order to proceed, the Director must get an approval from the Regional Office Board to secure their permission on the respective area considering the matters of promotion and legal procedures. Since the hierarchical procedural may take times and the time frames provided for the promotional launching are coming soon, the directors personally contact each Support Directors and conducting a consecutive number of informal meeting to discuss the matter.</p> <p>a) What is the flow of communication from Director to support director? b) What are the benefits and issues of this kind of communication?</p>	CO3
Q 2	<p>You have a good motorcycle, which is 4 year old. It gives good mileage. However, you want to replace it with new one. You have rupees 30, 000 cash in hand, you want the balance to be arranged thru loan, you have 12 % interest in your mind. The financier is asking for 15 %.</p> <p>a) What is your BATNA in this situation? b) What is your ZOPA in this situation?</p>	CO3

