



Name:

Enrolment No:

UPES

End Semester Examination, December 2023

Course: Business Communication I

Program: BBA_ALL

Course Code: HUMN1001

Semester: I

Time : 03 hrs.

Max. Marks: 100

Instructions:

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- This question paper contains three sections.
- All sections are compulsory.
- In section C, Q3(c) has internal choice.
- In section D, Q4 (b) has internal choice.

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1 (a)	<p>What does it mean to "maintain the flow of ideas" within a paragraph in business communication?</p> <p>a) Introduce unrelated topics to add diversity b) Include contradictory information for balance c) Ensure that sentences connect logically and smoothly d) Avoid using examples to reinforce the main point</p>	2	CO1
Q 1 (b)	<p>What is one of the greatest strength of an excellent leader?</p> <p>a) Technical Skills b) Strong communication skills c) Event management d) Entertaining clients</p>	2	CO1
Q 1 (c)	<p>In business communication, what role does the concluding sentence in a paragraph typically serve?</p> <p>a) It introduces a new idea or topic. b) It summarizes the main point and transitions to the next paragraph. c) It should be left out to maintain brevity. d) It includes additional examples.</p>	2	CO1

Q 1 (d)	<p>What type of language is most appropriate for business writing?</p> <p>a) Formal and colloquial language b) Technical jargon without explanation c) Clear, formal, and precise language d) Emotive language to engage the reader</p>	2	CO1
Q 1 (e)	<p>Which among the following should not be chosen while writing a business communication message?</p> <p>a) Using discriminatory language b) Using Jargons with Care c) Using Precised Language d) Using I and We Correctly</p>	2	CO1
Q 1 (f)	<p>Which among the following is not a part of e-mail structure?</p> <p>a) Subject Line b) Salutation c) MoU d) Message Body</p>	2	CO1
Q 1 (g)	<p>Grapevine communication is associated with ____ communication.</p> <p>a) Vertical b) Formal c) Horizontal d) Informal</p>	2	CO1
Q 1 (h)	<p>In organizations following dress code or uniform comes under ----- communication</p> <p>a) Verbal b) Non-Verbal c) Written d) Informal</p>	2	CO1
Q 1 (i)	<p>Which among the following is not a social media writing tool?</p> <p>a) A Letter b) A Blog c) A Tweak d) A Facebook Post</p>	2	CO1
Q 1 (j)	<p>If you are informing a bad news to your vendor while giving them a negative feedback of their services, how would you end the letter?</p> <p>a) Send someone ASAP to fix this b) I hope to hearing from you soon c) Hope you are well</p>	2	CO1

	d) We will discontinue your services		
SECTION B 4Qx5M= 20 Marks			
Q 2 (a)	Illustrate with one example, the importance of cultural context in inter-cultural communication.	5	CO2
Q 2 (b)	Discuss two reasons to position feedback as an important part of business communication.	5	CO2
Q 2 (c)	Explain the differences between paraphrasing and plagiarism in a summary? List two reasons.	5	CO2
Q 2(d)	Define two strategies for delivering effective presentations.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 3 (a)	Analyze the possible barriers to effective communication in a multicultural work environment.	10	CO3
Q 3 (b)	Examine the significance of nonverbal communication in professional settings.	10	CO3
Q 3 (c)	Apply the strategies for writing good news messages and draft a message to your employee who has been offered a family trip sponsored by the organization. OR Interpret the meanings of given business idioms and use them in a sentence. a) Bitter pill to swallow (b) Breadwinner (c) Crunch some numbers (d) Filthy rich	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 4 (a)	Analyze the given situation and apply appropriate messaging technique. Priyanka Negi , a UPES alumna, student of BBA Logistics 2010 batch got successfully placed with Spice Jet Airways as VP , Crew Planning and Administration. Owing to her calling for mountains and wish to do something for her hometown after five years of job in 2015 she gave up her career and started an entrepreneurship venture of organic farming and wellness center in the hills of Bageshwar region, Uttarakhand. Recently she has been awarded young entrepreneur award 2023 by President of India. As head of Logistic Department of School of Business you decide to write a congratulatory message to her.	15	CO4

Q 4 (b)	<p>Critically analyze the importance of effective academic writing and the role of key aspects of academic writing such as:</p> <ol style="list-style-type: none"> a) structuring b) Integrating sources c) Citing references d) And refining language. <p>Also, provide practical tips, to enhance academic writing abilities.</p> <p style="text-align: center;">OR</p> <p>Analyze the given situation and draft an agenda of meeting.</p> <p>APJ University, Chennai intends to boost scenario of activities and student engagement so they have decided to constitute a Student Council. A big event has been planned to formally announce President, Vice presidents and core members of the council. As the head of student welfare, you are required to organize a meeting and invite concerned people to plan the event. Draft the agenda of that meeting.</p>	15	CO4