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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 02.00pm to 03.30pm

School: SOC	Program: BBA/B. Com/BAV/BBB/BBD/BDB	
Course Code: ENG1901	Course Name: Essentials of Communication	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	22	14	14		

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x 2M=10M

1	What is Power Distance Index?	2 Marks	L1	CO1
2	What is 'Horns Effect' in communication?	2 Marks	L1	CO2
3	Communication is symbolic. Define it with a suitable example	2 Marks	L1	CO2
4	Differentiate between a story and narrative.	2 Marks	L1	CO3
5	What is the role of 'setting' in a story?	2 Marks	L1	CO3

Part B

Answer the Questions.

Total Marks 40M

6.	Explain Hofstede's Cultural Dimensions Theory with suitable examples.	10 Marks	L2	CO1
Or				
7.	Language and culture shape thought. Defend this statement with reference to Sapir-Whorf's Linguistic Relativity Theory.	10 Marks	L1	CO1

8.	Explain how culture influences perception with reference to the following aspects: perception of self and others, perception of time, perception of non-verbal cues, and cultural filters and stereotypes. Support your explanation with examples.	10 Marks	L2	CO 2
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Or

9.	Describe the role of signs and signifiers in the process of meaning-making according to semiotics. Support your answer with detailed examples from media, literature, or everyday life.	10 Marks	L2	CO 2
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10.	Imagine you are a team leader addressing a conflict between two colleagues. Apply different types of non-verbal communication to make your message effective. Illustrate with examples.	10 Marks	L3	CO 2
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Or

11.	Imagine you are a manager giving feedback to your team. Apply your understanding of communication biases such as confirmation bias, stereotype, halo effect, horns effect, attribution bias and ingroup-outgroup to show how they might affect your feedback. Provide examples of how you would avoid each bias.	10 Marks	L3	CO 2
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12.	Using the elements of a story such as plot, setting, theme, character, point of view, conflict, and resolution, create a short outline for a story that conveys the importance of teamwork.	10 Marks	L3	CO 3
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Or

13.	Apply your understanding of emotion and authenticity in storytelling to design a short narrative that can effectively engage an audience.	10 Marks	L3	CO 3
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