



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – October 2025

Date: 27-10-2025

Time: 02.30pm to 04.00pm

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	C01	C02	C03	C04	C05
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 the difference between denotation and connotation in language?	2 Marks	L1	C01
2	Name two types of communication barriers.	2 Marks	L1	C02
3	What is Attribution bias in communication?	2 Marks	L1	C02
4	What is point of view in a story? Give a suitable example.	2 Marks	L1	C03
5	Describe the role of emotional connection in storytelling.	2 Marks	L1	C03

Part B

Answer the Questions.

Total Marks 40M

6.	Describe the culture's influence on an individual's perception? Provide examples to support your answer.	10 Marks	L2	C01
Or				
7.	What is semiotics? Explain the importance of signs and symbols in communication.	10 Marks	L2	C01

8.	Explain Hofstede's Cultural Dimensions Theory and its impact on communication across cultures.	10 Marks	L2	CO1
Or				
9.	Explain how language shapes thought according to the Sapir-Whorf Hypothesis. Provide examples to illustrate your answer.	10 Marks	L2	CO1

10.	Examine the various types of barriers to effective communication with examples.	10 Marks	L3	CO2
Or				
11.	Using the different types of biases in communication, demonstrate their effect on interpersonal relationships.	10 Marks	L3	CO2

12.	Illustrate how the elements of a good story contribute to effective storytelling using examples of your choice.	10 Marks	L3	CO3
Or				
13.	How can the strategies of good storytelling be employed in professional development and marketing.	10 Marks	L3	CO3