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PRESIDENCY UNIVERSITY

BENGALURU

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	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 the difference between denotation and connotation in language?	2 Marks	L1	CO1
2	Name two types of communication barriers.	2 Marks	L1	CO2
3	What is Attribution bias in communication?	2 Marks	L1	CO2
4	What is point of view in a story? Give a suitable example.	2 Marks	L1	CO3
5	Describe the role of emotional connection in storytelling.	2 Marks	L1	CO3

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	CO1
Or				
7.	What is semiotics? Explain the importance of signs and symbols in communication.	10 Marks	L2	CO1

8.	Explain Hofstede's Cultural Dimensions Theory and its impact on communication across cultures.	10 Marks	L2	CO1
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Or

9.	Explain how language shapes thought according to the Sapir-Whorf Hypothesis. Provide examples to illustrate your answer.	10 Marks	L2	CO1
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10.	Examine the various types of barriers to effective communication with examples.	10 Marks	L3	CO2
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Or

11.	Using the different types of biases in communication, demonstrate their effect on interpersonal relationships.	10 Marks	L3	CO2
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12.	Illustrate how the elements of a good story contribute to effective storytelling using examples of your choice.	10 Marks	L3	CO3
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Or

13.	How can the strategies of good storytelling be employed in professional development and marketing.	10 Marks	L3	CO3
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