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**PRESIDENCY UNIVERSITY
BENGALURU**

School of Management

Mid-Term Examinations - March 2024

Odd Semester: I MBA BATCH 2023

Course Code: ENG2006

Course Name: Business Communication

Department: SOM

Date: 12/03/2024

Time: 10:00am – 11:30pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Do not write any information on the question paper other than roll number.
- (iii) Scientific and non-programmable calculators are permitted.
- (iv) Question paper consists of 3 parts.

PART A

Answer all the Questions. Each question carries 2 marks.

(6Qx 2M= 12M)

1. Distinguish between stereotype and ethnocentrism. (CO:1) [Knowledge]
2. Does 'synergy' contribute positively to team performance? Why? (CO:1) [Knowledge]
3. Define 'proxemics' with an example. (CO:1) [Knowledge]
4. What two steps of planning a spoken or written message relate to the audience? (CO:2) [Knowledge]
5. Give two factors you would consider in your choice of an appropriate channel. (CO:2) [Knowledge]
6. What is the goal for an effective conclusion in a presentation? (CO:2) [Knowledge]

PART B

Answer all the Questions. Each question carries 8 marks.

(3Qx 8M= 24M)

7. State and explain any 6 objectives of Business Communication with appropriate examples. (CO:1) [Comprehension]
8. Does organizational culture differ from one organization to another? What models are available to talk about organization culture? Discuss these models with examples. (CO:2) [Comprehension]

9. What role does an effective introduction play in a presentation? What strategies would you use to build an effective introduction? (CO:2) [Comprehension]

PART C

Answer the following Question.

(1Qx 14M= 14M)

10. "Hofstede's theory of cultural difference does not merely describe how countries currently differ on various cultural dimensions, it also allows you to make predictions about what kinds of business models and strategies would be successful in different contexts". Do you agree or disagree? Explain Hofstede's dimensions of cultural difference while presenting your point of view on the quote. (CO:1) [Application]