Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

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Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: ENG1901 **Course Name:** Essentials of Communication

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	10	80

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	What are the various barriers to communication you experience?	2	CO1	BT1
2	Identify the body language impacts on effective communication with examples.	2	CO1	BT1
3	List how interpersonal skills impact communication.	2	CO1	BT1
4	Relate the role of culture and perception in communication.	2	CO1	BT1
5	How can a semantic barrier be a concern in communication? Give examples.	2	CO1	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain different types of bias in communication with relevant examples.	10	CO2	BT2
7	Explain ways to improve oral presentation through non-verbal methods of communication.	10	CO2	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Outline the importance of semiotics in communication with examples.	10	CO2	BT2
9	Summarize practical ways to improve cross-cultural communication and ways to improve cultural competence.	10	CO2	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	A multinational organisation has employees from India, the United States, Germany, and Japan. During a virtual meeting, differences arise in communication style, decision-making, hierarchy, feedback, and expectations about deadlines. Apply Hofstede's cultural dimensions and identify the possible reasons for these differences, and propose a communication strategy that can help the team work effectively.	10	CO2	BT3
11	A multinational organisation introduces a performance-based reward system. Some employees prefer individual recognition, while others believe that team achievements should be prioritised. Apply Hofstede's Individualism–Collectivism dimension to identify the situation and recommend ways of communicating the reward policy.	10	CO2	BT3

PTO (Please Turn Over)

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	An organisation wants to communicate its values of teamwork, integrity, and innovation to new employees. Develop a short organisational story using appropriate storytelling elements and ways that support the message.	10	CO2	BT3
13	“Facts inform, but stories create connection.” Apply this statement in the context of organisational communication with suitable examples	10	CO2	BT3