

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - DEC 2023**

Semester : Semester I - 2023

Course Code : ENG2006

Course Name : Sem I - ENG2006 - Business Communication

Program : MBA

Date : 05-DEC-2023

Time : 10:00AM - 11:30AM

Max Marks : 50

Weightage : 25%

Instructions:

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

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. What does 'noise' refer to in the communication process? What impact does it have?
(CO1) [Knowledge]
2. Distinguish between vertical and horizontal flow of communication.
(CO1) [Knowledge]
3. What is 'defamation'? Distinguish between defamation and slander.
(CO1) [Knowledge]
4. What kind of planning is required for the time you have with your audience after a presentation?
(CO2) [Knowledge]
5. What is organizational culture? Name at least two different types of organizational cultures.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Draw and appropriately label the diagram showing the communication process briefly explaining each of the elements and elaborate on the role that each element plays in effective communication.
(CO1) [Comprehension]

7. Your teammate is consistently failing to keep to deadlines, therefore drawing negative attention to the team from seniors. One day you discover he is moonlighting (secretly holding another job). Your company has explicit policies against employees taking on extra employment. As a teammate, this presents an ethical dilemma before you. Should you prioritise the team's overall performance and take this up? If so, how should you address it? Or, should you ignore it? Is there any particular ethical lens you would find useful to address the situation?

(CO1) [Comprehension]

8. Choosing an appropriate channel for communication depends on a variety of factors. Suggest what channel or channels you would use and why if you were to communicate effectively in the following scenarios:

1. Give information related to the introduction of a new application to regulate employee leave-taking in the organization.
2. Conduct annual appraisals for employees.

(CO2) [Knowledge]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. "Diversity may be a bane or a boon." Discuss strategies relevant to diversity management and cross-cultural communication in an organization with a diverse workforce.

(CO1) [Application]

10. What are the steps involved in planning spoken or written messages? Use a concrete example from your experience to show how the steps help to formulate more effective communication.

(CO2) [Application]