

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**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. Define a team and state its main characteristics.
(CO1) [Knowledge]
2. What is 'right to privacy'? Is it applicable to individuals or organisations?
(CO1) [Knowledge]
3. What is 'synergy' in relation to a team?
(CO1) [Knowledge]
4. What does 'richness vs. leanness' in relation to a channel or medium of communication mean?
(CO2) [Knowledge]
5. What does the conclusion of a presentation aim to do?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. State and explain any two of four dimensions of cultural difference discussed by Hofstede.
(CO1) [Comprehension]
7. Which of the three levels of cultural difference do you think plays the most significant role in inter-cultural communication? State and explain each of the three levels and then go on to justify your answer to the question.
(CO1) [Comprehension]
8. State three factors that help envision the audience and explain how they help in planning effective communication.
(CO2) [Knowledge]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. As a top-level manager in a corporation, discuss three major legal considerations related to communication that you would need to be careful about and indicate what steps you would consider taking to ensure legal compliance.

(CO1) [Application]

10. Effective presentations require a wide variety of skills. Review a presentation you may have seen or heard recently to assess its effectiveness. Your answer must include insights about presentation structure, use of visuals or supporting material, body language and how the question-and-answer session was handled.

(CO2) [Application]