

IMBA in FM/HRPA/BM Semester-2 Examination**DPPG_IMBA/IMBAF/IMBAH_AEC_125****CSM****Time : 1-00 Hours]****May-2024****[Max. Marks : 25**

Q.1

- A List and define the 3 rhetoric elements and explain 3 Cognate strategies corresponding to the element related to "Logic" with examples of each (2-3 sentences paragraph). (10)

Or

- A List two external environmental factors which influence communications and explain how they impact your communication. (10)

Q.2

- A What are the 3 Writing styles? Define each of them and give 2 examples for each. (10)

Or

Q.2

- A Explain the components of a business email. Give one example of an email and mark each component in it. (10)

Q.3

Short Answer / MCQ (Any 5 out of 6) (5)

1. Business reports should not always be formal, objective, and heavily researched.
 - a. True
 - b. False
2. "Pop, and a "soda pop" are the same but is called different depending on where you live – this is an example of _____.
 - a. Casual Writing
 - b. Colloquial Writing
 - c. Formal Writing
3. Most business writing needs a call to action, which is information that instructs and encourages a response.
 - a. True
 - b. False
4. Which one of the following is not a Context in Communication?
 - a. Intrapersonal Communication
 - b. Interpersonal Communication
 - c. Communication with a child
 - d. Mass Communication
5. Proofreading is a _____ part of revision.
 - a. Compulsory
 - b. Optional
6. The Introduction / Purpose provides a summary of the issue or request. By reading the intro, the recipient understands the context of the detail to follow.
 - a. True
 - b. False