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**1206E469**

Candidate's Seat No : \_\_\_\_\_

**BBA ITF (NEP) Semester 2 Examination**

**MDC-ITF 124**

**Corporate Communication**

**June-2024**

**Time : 2-00 Hours]**

**[Max. Marks : 50**

**Note: All questions are compulsory.**

**Q.1. (a) In what ways the creative thinking can be expressed? (5 Marks)**

**(b) What are business meetings? Discuss the best practices followed in business meetings. (5 Marks)**

**OR**

**Q.1. (a) What is the difference between writing for web and print media? (5 Marks)**

**(b) What is a business letter? Elaborate its standard parts. (5 Marks)**

**Q.2. What are negotiation skills? Why it is important in today's workplace? (10 Marks)**

**OR**

**Q.2. "The 7 Cs of Communication help you to communicate more effectively." Explain the statement with examples. (10 Marks)**

**Q.3. What is presentation? Discuss its various types. (10 Marks)**

**OR**

**Q.3. Discuss the various dimensions of kinesics. (10 Marks)**

**Q.4. Explain the following –**

- a) Proxemics (5 Marks)
- b) Patterned interview (2 Marks)
- c) Hearing vs. Listening (3 Marks)

**OR**

**Q.4. Answer the following –**

- a) What strategies can be adopted to make small talk? (5 Marks)
- b) What are the benefits of sharing responsibility at work? (3 Marks)

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c) List out the time management strategies. (2 Marks)

**Q.5. Multiple Choice Questions (MCQs) (Attempt any 10)**

**(10 Marks)**

1. Downward communication flows from

- a) Lower to upper
- b) Upper to lower
- c) Horizontal
- d) Diagonal

2. The following is (are) non-verbal communication -

- a) Facial expression
- b) Physical appearance
- c) Posture
- d) All of the above

3. The handshake that conveys confidence is -

- a) limp      b) loose      c) firm      d) double

4. In writing business letters, one has to be -

- a) dull
- b) formal
- c) conventional
- d) friendly

5. Corporate communications use emails, minutes of meeting, memorandums, announcements as \_\_\_\_\_ platforms.

- a) external communication
- b) disturbed communication
- c) internal communication
- d) prolonged communication

6. Close friends, peers and colleagues fall in \_\_\_\_\_ zone.

- a) Intimate      b) Personal      c) Social      d) Public

7. Which characteristic of paralinguistic features distinguishes one voice from another?

- a) Quality      b) Rate      c) Intonation      d) Pitch

8. Kinesics is the science of

- a) Printing

b) Language

c) Writing

d) Body language

9. Interpersonal communication skills enable a person to \_\_\_\_\_.

a) Work with a team

b) Provide coaching

c) Both (a) and (b)

d) None

10. What item(s) listed below are considered OK while answering the phone?

a) Chewing gum

b) you should not have any distractions of any kind

c) listening to the low music in the background

d) Smoking

11. In listening, the following is involved -

a) ears and mind

b) ears

c) tongue

d) mind

12. What is the key element of effective negotiation skills?

a) Avoiding any compromise

b) Remaining inflexible in demands

c) Active listening and empathizing with the other party

d) Dominating and controlling the conversation

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