

IMBA ITF (NEP) Semester 2 Examination**MDC-ITF 124****Corporate Communication****Time : 2-00 Hours]****June-2024****[Max. Marks : 50****Note: All questions are compulsory.****Q.1. 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

(P.T.O)

EA71-2

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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Q.2. (a) "Communication is the life-blood of an organization." Explain the statement highlighting the relevance of communication in the business world. **(5 Marks)**

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

OR

Q.2. (a) In what ways the creative thinking can be expressed? **(5 Marks)**

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

Q.3. What are negotiation skills? Why it is important in today's workplace? **(10 Marks)**

OR

Q.3. "The 7 Cs of Communication help you to communicate more effectively." Explain the statement with examples. **(10 Marks)**

Q.4. What is presentation? Discuss its various types. **(10 Marks)**

OR

Q.4. Discuss the various dimensions of kinesics. **(10 Marks)**

Q.5. Explain the following –

a) Proxemics **(5 Marks)**

b) Patterned interview **(2 Marks)**

c) Hearing vs. Listening **(3 Marks)**

OR

Q.5. 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)**

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