

4/56

**1601N1561**

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

**MBA in BI Sem.-1 Examination**

**BI-103**

**BCE**

**January-2024**

**Time : 2-30 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No. **2, 3, 4** have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

**Q:1 Multiple Choice Questions (MCQs)**

**(14)**

1. Which of the following is not a basic part of report?
  - a) Introduction
  - b) Discussion
  - c) Executive Summary
  - d) Glossary
2. Four essential elements of good listening process are:
  - a) Attention, Hear, Understand, Respond
  - b) Attention, Hear, Understand, Remember
  - c) Accept, Hear, Update, Remember
  - d) Adopt, Hear, Understand, Respond
3. The main purpose of a group discussion is to measure:
  - a) Knowledge
  - b) Personality
  - c) Group communication skills
  - d) Leadership skills
4. A resume summarizes the following:
  - a) Strengths and Weaknesses
  - b) Personality
  - c) Hobbies
  - d) Education and Experience

N1561-2

5. Which of the following is not a compulsory part of a business letter?
  - a) Salutation
  - b) Body
  - c) Close
  - d) Attention line
6. \_\_\_\_\_ in communication increases credibility of the sender of message.
  - a) Clarity
  - b) Correctness
  - c) Concreteness
  - d) Consideration
7. Posters fall under \_\_\_\_\_ communication.
  - a) Oral
  - b) Visual
  - c) Written
  - d) Spoken
8. The information the receiver gets is called \_\_\_\_\_.
  - a) Message
  - b) Output
  - c) Input
  - d) Source
9. The most important goal of business communication is –
  - a) Favorable relation between sender and receiver
  - b) Organization goodwill
  - c) Receiver response
  - d) Receiver understanding
10. Which of the following is the correct dateline for a business letter?
  - a) July, 20, 1998
  - b) July-20-98
  - c) July 20, 1998
  - d) July 20 1998
11. The form of communication used most of time for written messages to the persons inside your organization is called –
  - a) Memorandum
  - b) Business letter
  - c) Pamphlet
  - d) Inquiry letter

12. Which of the following sentences is least effective in driving for sale?
  - a) Visit our website today to order your tickets for the Super Bowl
  - b) We hope to hear from you soon
  - c) Mail the enclosed card now – your free gift is waiting
  - d) Call our 800- number within 24 hours to place your order for the Mac-II recorder
13. In writing business letter, one has to be –
  - a) Dull
  - b) Formal
  - c) Conventional
  - d) Friendly
14. Raised eyebrows and shrugs are examples of
  - a) Body language
  - b) Cross-cultural communication
  - c) Poor communication
  - d) Good communication

**Q:2** A. Write short notes on **ANY TWO** of the following – (10)

- i) Pseudo-listening
- ii) Informative Vs. Instructive presentations
- iii) Emotional barrier in communication

B. What is business proposal? Discuss its importance. (04)

**OR**

**Q:2** A. How a sales letter different from an inquiry letter? Discuss the 4 A's of successful sales letter. (10)

B. What is case based group discussion? What approach should be followed by students while facing this type of GD? (04)

**Q:3** Discuss the basic verbal communication skills and the ways to improve them. (14)

**OR**

**Q:3** Elaborate the meaning, types and importance of teleconferencing as a part of oral communication. (14)

**Q:4** Mr. Janak Tiwari, the head of HR team was interacting with his staff. He believed that “We spend almost 70% of our waking time communicating with others. Failed communication can lead to conflicts and frustration, while effective communication is: an interconnected connected system where people and ideas flow quickly, comprehensively, and sustainable. Effective communication is NOT just getting your point across to others quickly.” In the frame of Mr. Janak thoughts, how would you describe good/effective communication? (14)

**OR**

**Q:4** What role do facial expressions, gestures, posture and movements play in communication? Discuss the international hand gestures. (14)

N1561-4

**Q:5** The top Sales Executive of a mid-size Pharma company is consistently complaining about the performance of the Sales team and the related hiring process. However, the company follows the three-step recruitment process with checkpoints, but the VP of Sales complains of hiring the average and below-average people in the team. He is always raising the concern of not hiring proven sales talent that impedes the team performance and finally affects the targets. The HR Head noticed the frustration of the stakeholder and decided to take steps before the situation becomes dysfunctional. She decided to have a conversation with the VP and explore more in-depth as to what is the root cause of his behaviour and complaints. To effectively handle the situation, she planned a meeting with him to get to the core of the problem. The HR initiated the dialogue and listened to VP complaints with patience and assured him to work in a collaborative way to resolve them. **(14)**

**1) What is that skill which the HR imparted in this situation? Does the HR used his two ears effectively? (7 Marks)**

After having a first-round of discussion with the VP to understand the situation, the Head HR decided to take the Three-Step Dialogue strategy to address the situation. The VP Sales felt relaxed after this meeting and appreciated the structured and transparent communication of Head HR. Both of them agreed to partner in developing an effective strategy to improve the performance of both the departments to achieve their human capital objectives.

**2) Do you think that people feel listened to and heard? What features of a listener are demonstrated by the HR Head to develop efficient solutions to the problems? (7 Marks)**

—X—