

IMBA in BEM/FM/HRPA/BM Semester-2 Examination**BBA_BEM_HR_FM_Lang_2****CSM****Time : 2-30 Hours]****April-2024****[Max. Marks : 70**

Q.1 Discuss various barriers in Communication in detail. (14)

Q.2 Write a detailed note on "Order" as Objective of Communication. (14)
Or

Q.2 Define Communication and discuss the process of Communication in detail. (14)

Q.3 Define Interview and discuss various methods of Interview in detail. (14)
Or

Q.3 Write paragraph on your marketing strategies of different political parties to add vote bank in India. (14)

Q.4 Give the meaning of the following idioms and make the sentence out of it : (14)

1. On the same page
2. Hot of the press
3. Raise the bar
4. By the book
5. Throw in the towel
6. Keep one's eye on the ball
7. Straight from the horse's mouth

OR

Q.4 Give the meaning of the following phrases and make sentence out of it: (14)

1. Cut to the chase
2. Streamline
3. Upskill
4. Keep me in the loop
5. Get the ball rolling
6. At the end of the day
7. Call it a day

Q.5 Describe Veer Sanghvi books Man of Steel. (14)