

IMBA CSM Sem.-2 Examination

CSM_BBA_Land-2

CSM

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Question 1 Answer the following questions:

- i. Define Communication. Explain the process of communication and the role of feedback in the communication process. 7Marks
- ii. Why is communication important in both personal and professional contexts? 7Marks

OR

- i. Discuss the major barriers to effective communication. 7Marks
- ii. What are the features of effective communication? Explain how each feature contributes to successful communication. 7Marks

Question 2 Answer the following questions:

- i. Explain the different types of communication with suitable examples. 7Marks
- ii. What are the different dimensions of communication? Describe Formal, Informal, Horizontal, Upward, and Downward communication. 7Marks

OR

- i. Discuss the importance of listening in communication and explain its various types. 7Marks
- ii. How does the computer serve as a medium of modern communication? Also, mention the ethics related to computer communication. 7Marks

Question 3 Answer the following questions:

- i. Discuss the key themes explored in *Men of Steel* by Veer Sanghvi. How does the book present the challenges and successes of India's business leaders? 7Marks
- ii. Explain how Veer Sanghvi uses interviews in *Men of Steel* to provide insight into the personalities and business strategies of Indian industrialists. 7Marks

OR

- i. Choose any two business leaders from the book *Men of Steel* and explain how their personal journeys shaped their business success. 7Marks
- ii. What are some of the critical issues discussed in *Men of Steel* regarding the future of the steel industry in India? 7Marks

(P.T.O)

Questions 4 Answer the following questions:

i. What is the meaning of the business idiom "Think outside the box"? Provide an example of how it could be used in a business context. 7Marks

ii. Explain the business phrase "Bottom line." How is it used in business discussions? 7Marks

OR

i. Write a short paragraph explaining the importance of effective communication in business. 7Marks

ii. What does the business idiom "A win-win situation" mean? Provide an example where both parties involved benefit. 7Marks

Questions 5: Attempt any Seven out of Twelve.

14 Marks

1. What is the definition of communication?
2. Explain the process of feedback in communication.
3. Why is communication important in organizations?
4. Mention one barrier to effective communication.
5. What are the two main types of communication? Explain briefly.
6. Differentiate between 'Formal' and 'Informal' communication.
7. What is 'Listening' in communication? Name one type of listening.
8. How is the computer used as a medium of modern communication?
9. Who is the author of "*Men of Steel: India's Business Leaders in Candid Conversation*"?
10. What is the meaning of the business idiom "Break even"?
11. Write a short paragraph on "The importance of effective communication in business."
12. What does the business idiom "Cutting corners" mean?

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