

**R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT**  
(An Autonomous College U/s UGC Act 1956)

**IMBA SEMESTER-II, SEMESTER END EXAMINATION – SUMMER 2025**

**Subject Code: 1BB0207****Date: 13-05-2025****Subject Name: BUSINESS COMMUNICATION - II****Time: 11:00 AM to 01:30 PM****Total Marks: 70****Instructions**

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

**SECTION A**

	<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q.1 Multiple-Choice Questions</b>	<b>[05]</b>		
(a) Which of the following is NOT a component of the communication process?	<b>1</b>	<b>R</b>	<b>1</b>
<div>(i) Sender</div> <div>(ii) feedback</div> <div>(iii) Message</div> <div>(iv) Marketing</div>			
(b) Which of the following is an example of non-verbal communication?	<b>1</b>	<b>U</b>	<b>1</b>
<div>(i) Writing an email</div> <div>(ii) Speaking over the phone</div> <div>(iii) Body language and gestures</div> <div>(iv) Sending a report</div>			
(c) The feedback component in communication is important because	<b>1</b>	<b>A</b>	<b>1</b>
<div>(i) It distracts the sender</div> <div>(ii) It confirms understanding between sender and receiver</div> <div>(iii) It delays the communication process</div> <div>(iv) It causes noise</div>			
(d) What is the main purpose of writing a précis?	<b>1</b>	<b>R</b>	<b>2</b>
<div>(i) To rewrite the entire text in your own words</div> <div>(ii) To condense information while retaining the essential points</div> <div>(iii) To add more details to the original text</div> <div>(iv) To change the format of the text</div>			

- (e) What is the primary purpose of a business memo? 1      U      2
- (i) To write a formal apology      (ii) To provide detailed instructions
- (iii) To inform or announce something briefly      (iv) To request a meeting

- Q.2 Attempt Any Two** [10]
- (a) Define business communication and explain its scope in modern organizations. 5      R      1
- (b) Discuss the importance and benefits of effective communication in a business environment 5      U      1
- (c) Write a business email to a supplier apologizing for delayed payment. Include the following elements 5      A      2

- Q.3 Attempt Any Two** [10]
- (a) Write an e-mail to your manager, complaining of the inconvenience all the workers are facing in your department, due to filthy environment of the company. 5      U      2
- (b) Write a memo to the HR department suggesting a new employee training program to improve communication skills 5      U      2
- (c) Describe the different forms of communication and elaborate on the significance of non-verbal communication in business settings 5      R      1

- Q.4 Attempt Any Two** [10]
- (a) Give meaning of the following Idioms and phrases and use it in your own sentence 5      A      2
- (i) To tie the knot (ii) through thick and thin (iii) bit the bullet  
(iv) Barking the wrong tree (v) call it a day
- (b) Read the following comprehensive passage and answer the questions given below 5      U      2

The Indian youth is accused of being impatient, undisciplined, disrespectful to the elders, and irresponsible towards society and authority. It was felt that to curb these tendencies the youth required to be motivated in nation-building activities and made responsive to the social concerns.

For this purpose, National Service Scheme (NSS) was introduced in 1969. Its main aim was to involve the students of the colleges and +2 level on a voluntary and selective basis in programmes of social services and developmental activities. Gradually it was adopted by all the states and union territories. Today it covers more than 5000 colleges all over the country. Under this scheme, rural and slum reconstruction, repair of roads, school buildings, ponds, tanks, plantation of trees, environment protection, health and family planning and education of adults and women are undertaken. The NSS students aid local authorities in implementing various relief and rehabilitation schemes. In the times of natural calamities like famines, floods, droughts, epidemics and earthquakes volunteers helped by NSS students play a very positive and constructive role. It instills in them the spirit of social service and the sense of responsibility.

The tribal youth are given vocational training under a special scheme to enable them to become self-employed. Then, there are youth hostels set up

all over the country to provide cheap accommodation to the youth to inspire them into undertaking educational tours and excursions to visit the cultural and historic sites to revisit our glorious past. 446 Nehru Yuvak Kendras strewn around the country provide vocational training to non-student rural youth and improve their personality. 'Bharat Scouts and Guides' and 'All India Boy Scouts Association' are teaching Indian youth the importance of loyalty and goodwill for others under the international scouting and guiding movement

- (i) What is the Indian youth accused of?
- (ii) What scheme was introduced to involve students in social service and developmental activities?
- (iii) What works are undertaken under this scheme?
- (iv) For what purpose youth hostels with cheap accommodation are set up?
- (v) Give a proper title to this passage

(c) Differentiate between formal and informal communication channels with suitable examples.	<b>5</b>	<b>R</b>	<b>1</b>
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## SECTION B

	Marks	BL	CO
<b>Q.5 Multiple-Choice Questions</b>	<b>[05]</b>		
(a) Which of the following is not a characteristic of an effective speaker?	<b>1</b>	<b>U</b>	<b>3</b>
<div style="display: flex; justify-content: space-between;"> <div>(i) Clarity</div> <div>(ii) Confidence</div> </div> <div style="display: flex; justify-content: space-between;"> <div>(iii) Monotone delivery</div> <div>(iv) Audience engagement</div> </div>			
(b) Fear of public speaking is commonly known as:	<b>1</b>	<b>A</b>	<b>3</b>
<div style="display: flex; justify-content: space-between;"> <div>(i) Glossophobia</div> <div>(ii) Claustrophobia</div> </div> <div style="display: flex; justify-content: space-between;"> <div>(iii) Phonophobia</div> <div>(iv) Xenophobia</div> </div>			
(c) Effective oral communication in business helps in:	<b>1</b>	<b>A</b>	<b>3</b>
<div style="display: flex; justify-content: space-between;"> <div>(i) Increasing paperwork</div> <div>(ii) Confusing team members</div> </div> <div style="display: flex; justify-content: space-between;"> <div>(iii) Improving collaboration</div> <div>(iv) Avoiding conversations</div> </div>			
(d) Constructive feedback is:	<b>1</b>	<b>U</b>	<b>4</b>
<div style="display: flex; justify-content: space-between;"> <div>(i) Always negative</div> <div>(ii) Harsh and direct</div> </div> <div style="display: flex; justify-content: space-between;"> <div>(iii) Helpful and improvement-focused</div> <div>(iv) Judgmental</div> </div>			

(e) Which is an example of a physical barrier to listening?	1	A	4
(i) Bias	(ii) Prejudice		
(iii) Noise in the environment	(iv) Emotional reactions		

<b>Q.6 Attempt Any Two</b>	<b>[10]</b>		
(a) Describe any five characteristics of an effective speaker.	5	R	3
(b) List and explain three strategies for effective participation in a group discussion.	5	R	3
(c) Write a dialogue between a customer and a service executive resolving a complaint.	5	A	3
<b>Q.7 Attempt Any Two</b>	<b>[10]</b>		
(a) What are the common barriers to effective speaking? How can they be overcome?	5	R	4
(b) List and describe five techniques of active listening.	5	R	3
(c) Differentiate between destructive and constructive feedback with examples.	5	R	4
<b>Q.8 Attempt Any Two</b>	<b>[10]</b>		
(a) Explain the importance of active listening in business communication with examples.	5	R	4
(b) Describe the steps involved in giving effective feedback in a professional setting.	5	R	4
(c) Write a short dialogue where a manager gives constructive feedback to an employee.	5	A	4

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