

TERM END EXAMINATION – DECEMBER, 2018
Diploma in Entrepreneurship Development (DED)
DED-07: Business Communication and Ethics in Business

Time - 3 Hours

Full Marks - 100

Answer ALL questions from Group-A, any four questions from group-B, any four questions from Group-C and any two questions from Group-D

Group 'A'

Answer all questions of Group-A

Q. No. 1 Write the most correct answer from the given choices.

Marks: 1x10=10

- i. _____ is a process where people share their ideas, opinions and feelings.
 - a. Barrier
 - b. Communication
 - c. Movement
 - d. Feedback
- ii. Listen, think and speak is a principle under-
 - a. Telephonic interview
 - b. Presentation
 - c. Speech
 - d. None
- iii. Communication is used in business for-
 - a. Informing, directing, controlling, persuading
 - b. Conversing with customers
 - c. Interacting with business associates
 - d. All the above
- iv. AV aids are used in a-
 - a. Speech
 - b. Presentation
 - c. Dining
 - d. All the above
- v. Consumer means —
 - a. One who buys goods and services
 - b. One who acquires and uses goods and services
 - c. a and b
 - d. None
- vi. CSR means-
 - a. Corporate Social Responsibility
 - b. Corporate Societal Relation
 - c. Company Societal Relationship
 - d. Corporate Social Relationship
- vii. Most of the non-verbal cues differ geographically and demographically because they are-
 - a. language specific
 - b. culture specific
 - c. individual specific
 - d. None

- viii. A CV is used to-
- Learn about a candidate's professional background
 - Learn about the candidate's attitude
 - Learn about a candidate's personal life
 - None of the above
- ix. The communication from the receiver to the sender is called-
- | | |
|-------------|-------------|
| a. Ideation | c. Decoding |
| b. Encoding | d. Feedback |
- x. Ethics comes from the Greek word-
- | | |
|----------|----------|
| a. Etios | c. Ethos |
| b. Etos | d. Etic |

GROUP – B

Answer any four question with each answer with in 50 words.

Q. No. 2 Write short notes on any FOUR of the following.

5 X 4= 20

- Define communication. Explain the process.
- What is grapevine communication? Give examples.
- Who is a loyal consumer? How is he/she different from a discount consumer?
- What is the importance of a presentation in a business?
- What is active listening? How can we develop active listening skills?
- Can telephonic interview be effective in selecting right candidates? Justify.

GROUP – C

Q. No. 3 Answer any FOUR of the following with each answer within 200 words

4x10=40

- What are the barriers to effective communication process? Elucidate.
- Can communication in business be unethical? Justify your answer.
- Elaborate the steps of a telephonic interview. Justify.
- Write steps to conduct a group discussion.
- Explain various purposes of communication with proper examples.
- Do you think CSR is a necessity? Why?

GROUP – D

Q. No. 4 Answer any two of the following question with each answers within 250 words. 15 X 2= 30

- Define consumerism. What are the rights that protect a consumer?
- What is Ethics? Do you think it is necessary for businesses to be ethical? Explain with examples.
- Write a short essay on role of communication in business.
- Listening is an important skill. It is not passive but an active skill. Justify.
