

TERM END EXAMINATION - JUNE, 2019

**P.G Diploma in Management (PGDIM)
Advance Diploma in Management (ADIM)
Diploma in Management (DIM)**

Course Code

MP-08

DIM-08

Business Communication and Soft Skills

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'

Q. No. 1 *(Answer all the questions, each within one or two sentences)*

Marks: 1 × 10= 10

- a) What is Business communication?
- b) Who said "Communication is the art of being understood?"
- c) What is vertical communication?
- d) What is diagonal communication
- e) What do mean by "grapevine"?
- f) What is emotional barrier to communication?
- g) What does "AV" stands for in presentation?
- h) What is gesture?
- i) What does group communication etiquette mean?
- j) What do you know by word "Resume"?

Group 'B'

Q. No. 2 *(Answer any four questions each within 100 words)*

Marks: 5 × 4= 20

- a) Briefly describe about the Business Communication skills needed for effective business management?
- b) Write the difference between intra personal & inter personal communication?
- c) What is oral communication? Why it is important?
- d) Write briefly about non-verbal communication.
- e) What are meeting etiquettes?
- f) What is physical barrier to communication?

Group 'C'

Q. No. 3 *(Answer any four questions, each within 200 words)*

Marks: 10 × 4= 40

- a) Explain the process of communication.
- b) What are barriers to communication?
- c) What are the advantages and disadvantages of communication?
- d) Define interview etiquettes and its importance in today's jobmarket?
- e) What are the difference between CV and Resume?
- f) What is a cover letter and what are the inclusions of cover letter? Write a cover letter in order to apply for the position of "Manager, HR" in JIO.

Group 'D'

Q. No. 4 *(Answer any two questions, each within 300 words)*

Marks: 15 × 2= 30

- a) As a manager, which do you think is better, a linear model or a multidimensional model of communication & Why?
- b) Design a presentation on COMMUNICATION PROCESS. Explain what aids will you use and why?
- c) State at least 10 different question you would ask to a candidate as a Director, HR of XYZ Company? Write the best answer according to you for those questions.