

**Term End Examination: June – 2018**  
**Management Programme**  
**Business Communication and Soft Skills**

**MP-08**  
**DIM-08**

**Time: 3 hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group.**

**GROUP – A**

**Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]**

- i. \_\_\_\_\_ is a method of representing language in visual or tactile form through inscriptions or recording of signs and symbols.  
a. Speaking                      b. Writing                      c. Gesturing                      d. None
  
- ii. Space distancing is also a non-verbal form of communication. This referred to as \_\_\_\_\_.  
a. Proxemics                      b. Chronemics                      c. Haptics                      d. None
  
- iii. \_\_\_\_\_ is a letter of introduction attached to a CV or a Resume.  
a. Cover letter                      b. Memo                      c. Proposal                      d. None
  
- iv. When superiors in a department communicate with the subordinates of the same department; it is called \_\_\_\_\_.  
a. Upward                      b. Downward                      c. Horizontal                      d. Diagonal
  
- v. A Resume is a \_\_\_\_\_ of one's identification, qualification and intended career path.  
a. Summary                      b. Details                      c. Story                      d. None
  
- vi. \_\_\_\_\_ questions in an interview is used to learn about the reactions of the candidate in a given situation. It reflects his/her attitude and perception.  
a. Technical                      b. General                      c. Behavioural                      d. None
  
- vii. Respecting the receiver while communicating is \_\_\_\_\_ in 7 Cs of communication.  
a. Credibility                      b. Courtesy                      c. Clarity                      d. None
  
- viii. For day-to-day business writing, we use \_\_\_\_\_ method of writing.  
a. Big Idea First                      b. Big Idea a Little Later                      c. KISS                      d. None
  
- ix. The way a person stands or sits is his \_\_\_\_\_.  
a. Posture                      b. Gesture                      c. Both                      d. None
  
- x. \_\_\_\_\_ refers to language that is pretentious and often vague, but can be specific to a trade or profession.  
a. Jargon                      b. Officialese                      c. Journalese                      d. None

## GROUP – B

**Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]**

- a) What is a panel interview? How is it conducted?
- b) What is Netiquette? Give examples.
- c) Why are bullets and numbering important in a PPT?
- d) What is the process of effective writing?
- e) What are soft skills? Why do we need them?
- f) Distinguish between CV and Resume.

## GROUP – C

**Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]**

- a) What is the process for developing a Business Presentation?
- b) Write a short conversation on the following:
  - i. Greeting a customer at a Retail Store
  - ii. Introducing yourself to your senior
- c) Differentiate between a structured interview and a behavioural interview.
- d) You are the Purchase Officer of M/S Kalisa Computers. You want to buy 50 Desktops for the center. Write a group mail to vendors in your locality to send their quotations for Desktops.
- e) What is the proper dress code for an interview? Why should we follow it?
- f) Write notes on any two of the following:
  - i. Eye Contact
  - ii. Paralanguage
  - iii. SMCR Model
  - iv. Aristotle's Model

## GROUP – D

**Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]**

- a) What is Etiquette? What are its types in a business context? Explain.
- b) Answer the following interview questions:
  - i. Who do you think is a better manager: one with a management qualification or one with work experience? Why?
  - ii. Where do you see yourself in 5 years?
  - iii. How would you describe your management style?
  - iv. Why should we hire you?
  - v. What is more important to you- salary or brand? Why?
- c) What are the various barriers to communication? Explain with examples.
- d) Apply for the position of MT, Gibson Consumer Durables Ltd. with your Resume and a cover letter to Head HR, Gibson Consumer Durables Ltd. Mumbai