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## MASTER OF BUSINESS ADMINISTRATION (M.B.A.) EXAMINATION : DECEMBER/JANUARY – 2022-2023 SEMESTER - I

**Sub: Communication Skills (MBA107)** 

Date:	03/01/2023	Total marks: 60	Time: 10.00 am To 12.30 pt	m
		SECTION – I		
Q. 1.	Fill in the blanks.			(5)
1.	Besides the chain of command, grievance procedures, complaint systems, counseling sessions, practice of open door policy, exit interviews are all forms of communication.			
	a) cross channel	b) upward com		
	c) grapevine	d) informal communication		
2.	Although is sometimes used to stress a point, if it is used too often, it simply irritates the communicated.			
	a) relevance	b) repetition		
	c) risk taking	d) round-about	verbiage	
3.	communication helps to solve disputes, particularly in court, since it can often be used as evidence.			
	a) Formal	b) Oral		
	c) Written	d) Non-verbal		
4.	is often used to communicate feelings such as disapproval; indifference or anger.			
	a) Alarms	b) Music		
	c) Silence	d) All of these		
5.	are words, acronyms or abbreviations, which are peculiar to a particular field			
	or profession. a) Euphemism	b) Idioms		
		,	ain alogias	
	c) Polarization	d) Modern Tern	ilinologies	
<b>Q. 2.</b> 1.	Answer the following. (Any Two) Describe the visual signs in non-verbal communication.		(20)	
2.	Explain the flow of communication in an organization.			
3.	What are the 7 Cs of oral communication?			
4.	Explain the statement – Listening is a principal way of learning.			
<b>Q. 3.</b> 1.	Write notes on. (Any Two) ABC Rule	)		(10)
2.	Merits and drawbacks of Written Communication			
3.	Personal Appearance			

#### **SECTION – II**

### Q. 4. Case Study (15)

A French executive frequently had to give presentations to senior executives in his company.

**Problem:** His English was excellent, but because of his heavy French accent, he was often misunderstood. He used gestures that made him look wildly excited and distracted listeners from what he was saying. Furthermore, his presentations had many busy tables, and his messages were confusing and unclear resulting in twelve to eighteen bullet points per slide instead of the six to eight that people can absorb. He relied on his PowerPoint to do the presentation for him instead of speaking freely and persuasively.

Give your solution.

#### Q. 5. Answer the following:

(10)

a) Describe the types of Non-verbal communication.

OR

b) State the barriers and breakdowns in the process of communication.

2/2