# TILAK MAHARASHTRA VIDYAPEETH, PUNE MASTER OF BUSINESS ADMINISTRATION (M.B.A.) EXAMINATION : DECEMBER – 2023

# **SEMESTER - I**

Sub: Communication Skills (MBA107)

Date:	20/12/2023	Total marks: 60	Time: 2.00 pm To 4.30 pm	
	SECTION – I			
Q. 1.	Fill in the blanks.		(5)	
1.	Effective communication requires an environment in which the sub-			
	ordinates feel free to communicate with their superiors.			
	a) Upward	b) Downward		
	c) Horizontal	d) Diagonal/ Cross Channel		
2.	Although is sometimes used to stress a point, if it is used too often, it		nt, if it is used too often, it	
	simply irritates the communicator.			
	a) relevance	b) repetition		
	c) information overload	d) idioms		
3.	communication helps to solve disputes, particularly in courts, since it can			
	often be used as an evidence.			
	a) Oral	b) Written		
	c) Non-verbal	d) Grapevine		
4.	refers to no-lingual sounds made by people who influence the transmission,			
	reception and decoding the communication.			
	a) Noise	b) Silence		
	c) Para language	d) Alarms		
5.	Communication is a word of _	origin; it means sh	aring of information or	
	intelligence.			
	a) Greek	b) Latin		
	c) French	d) Japanese		
Q. 2.	Answer the following. (Any 7	Γωο)	(20)	
1.	Describe the 7 Cs of Oral Communication.			
2.	Elaborate the visual signs in Non-verbal communication.			
3.	Describe the flow of communication in an organization.			
4.	Explain the ways of improving listening skill.			
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Q. 3.	Write notes on. (Any Two)		(10)	
1.	Application Letter			
2.	Merits and Drawbacks of Written Communication			
3.	Classification of Eye-Contact			
4.	ABC Rule			

## **SECTION – II**

### Q. 4. Case Study

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:

a) State the guidelines in the form of Do's and Don'ts of Group Discussion.

#### OR

b) State the positive hints while attending an interview.

(15)

(10)