

**INDIAN MARITIME UNIVERSITY**  
**(A Central University, Govt. of India)**

MBA(PSM/ ITL) -First Semester  
December 2015 End Semester Examinations

**Communication Skill**

Subject Code: PG21T2104/PG22T2104

Time : 3 hrs  
Date: 14.12.2015

Max.Marks :60  
Pass Marks: 30

**Section – A (MCQ)**

Answer all the questions (12x1Marks = 12 Marks)

1. Choosing an appropriate channel depends on
  - a) Users vulnerability
  - (b) Importance of message
  - (c) Organizations financial viability
  - (d) Anxiety level
  
2. A blog is
  - (a) To gather information from others
  - (b) To leave routine messages
  - (c) For collaborating data
  - (d) To present digital information easily to others
  
3. Primary function of a business message is to inform or persuade. However the secondary purpose is to
  - (a) Report
  - (b) To sell
  - (c) To illustrate principles
  - (d) To promote goodwill
  
4. Belief in the superiority in one's own culture and group is called
  - (a) Tolerance
  - (b) Ethnocentrism
  - (c) Empathy
  - (d) Stereotype

5. Minutes of a meeting do not contain
- (a) Names of absentees
  - (b) Date of meeting
  - (c) Time of meeting
  - (d) Agenda
6. In addition to non verbal messages transmitted by your body ,one of the following does not convey information in the communication process
- (a) Space
  - (b) Role
  - (c) Time
  - (d) Territory
7. \_\_\_\_\_ is the most important activity in the preparation of reports
- (a) Operational research
  - (b) Informational gathering
  - (c) Audience analysis
  - (d) Functional research
8. The tone of the notice is in the form of
- (a) Command
  - (b) Request
  - (c) Order
  - (d) Warning
9. Notice of a meeting must contain
- (a) Agenda
  - (b) Quorum
  - (c) Competition
  - (d) Minutes
10. Resume is also called as
- a) Introduction letter
  - b) Recommendation letter
  - c) Curriculum vitae
  - d) None of the above
11. In the communication process sender \_\_\_\_\_ the idea in a message
- (a) Encodes
  - (b) Decodes
  - (c) Conceives
  - (d) Distorts

- 12) Which of the following does not form a part of the front matter in a report
- (a) Table of contents
  - (b) Executive summary
  - (c) Recommendations
  - (d) Title Page

**Section – B (200 Words)**

Answer any 5 out of 7 (5x4 Marks=20 Marks)

13. How does the report writer decide on the type of graphics to be used in the report?
14. What are the various methods used for internal communication?
15. List out the arguments that you would give for and against the idea that 'body language is a science with principles that can be interpreted accurately by specialists'.
16. 'Barriers to listening may be physical, psychological, verbal or non verbal'. What are the barriers that would prevent effective listening? Explain.
17. "A good leader is one who possess soft skills" Discuss the statement with an example.
18. What do you understand by the "You "attitude?"
19. "Communication skills act like a career filter". Justify the statement.

**Section - C ( 500 Words, Case Study/ Essay Type)**

First question of the section is compulsory (1x7Marks=7Marks)

Answer any 3 out of 5 (3x7 Marks=21 Marks)

20. You are Mr Sudeep Singh a post graduate in Management with specialization in International Transportation and Logistics from a reputed institution and with an excellent academic record.
- Pan Trans Asia Logistics Pvt Ltd a company in logistics and shipping has advertised in a leading news paper for the post of management trainee .Write a resume along with a cover letter applying for the above mentioned post.
21. You are the chief Accounts officer of your company and you have observed that your accountant Mr Ashok Kumar has shown negligence in depositing the cheque given by the client .Draft a message asking him the reasons for the delay, also tell him of the consequences of that act of his.
22. State the importance of power point presentations in business
23. Define minutes of a meeting and state its importance.
24. What is grapevine communication and state its advantages?
25. State the limitations and advantages of oral communication.

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