

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)

December 2016 End Semester Examinations

First Semester – Master of Business Administration
International Transportation and Logistics Management /
Port and Shipping Management (2015 batch onwards)

Communication Skill (PG21T2104/ PG22T2104)

Date : 21.12.2016

Time: 3 Hrs

Maximum Marks: 60

Pass Marks : 30

SECTION-A

(12x 1= 12 Marks)

(Answer All Questions)

Choose The Correct Answer:

1. A memo has two parts, the:
 - a. heading and the date.
 - b. heading and the complimentary closing.
 - c. heading and the body.
 - d. subject and the body.

2. Communication is the task of imparting _____
 - a. Training
 - b. Information
 - c. Knowledge
 - d. Message

3. Any document is divided into _____ parts.
 - a. 1
 - b. 2
 - c. 3
 - d. 4

4. The _____ of business letter is called layout.
 - a. Body
 - b. Content
 - c. Pattern
 - d. All of the above

5. _____ of the letter consists of main message.

- a. Heading
- b. Body
- c. Greeting
- d. Closing

6. The following is (are) non-verbal communication

- a. Facial expression
- b. Appearance
- c. Posture
- d. All of the above

7. The two broad areas of communication are:

- a. Oral and written communication
- b. Verbal and written communication
- c. Verbal and non-verbal communication
- d. Oral and non-verbal communication

8. A Report is written in:

- a. Present Perfect Tense
- b. Indirect Speech
- c. First Person
- d. Present Continuous Tense

9. A Group Discussion assesses you in:

- a. Computational Skills
- b. Hard Skills
- c. Listening Skills
- d. Written Skills

10. A Business Proposal can be

- a. Internal or External
- b. Exterior or Interior
- c. Oral or Written
- d. Verbal or Non Verbal

11. A Presentation needs to be strong on:

- a. Language
- b. Body Language
- c. Content
- d. All of the Above

12. To be successful at work, it is essential to be a

- a. Senior
- b. Boss
- c. Team Player
- d. Good Subordinate

SECTION-B

(5x 4= 20 Marks)

(Answer ANY FIVE Questions not exceeding 200 words each. All Questions carry equal marks)

- 13. What are the components of body language?
- 14. How should a career objective be framed?
- 15. Enumerate the elements of the minutes of a meeting.
- 16. In a presentation, how is audience management important?
- 17. What is meant by individualistic and collectivist cultures?
- 18. What is proof reading?
- 19. How should the tone of business writing be?

SECTION - C

(4 x 7 = 28 Marks)

(Question No.20 is compulsory. Answer any THREE from the remaining questions. Each Analysis/ Answer should not exceed 500 words)

20. You are an independent wealth management consultant. Your product is nothing but the services that you provide yourself. Write a proposal (in letter format) to a prospective customer (a small to mid-sized businessman who has been lucky and achieved a turnover of Rs 1 crore in 2015-16 and would like to invest 25% in investment options with no risk). You would also need to include in the proposal that the businessman needs to appoint and approve of only you as his consultant.

21. Calling fresh MBAs for the assignment of Management Trainees in HR. Fresh MBAs with HRM as a major with excellent interpersonal skills and ability to communicate (both written and spoken) in at least one regional language in addition to English and Hindi may apply. The candidate must be prepared to serve anywhere in the country. Applications should reach us before 15 days from the date of this advertisement. Excellent compensation package for deserving candidates will be given.

Make a suitable application for the above advertisement by writing a cover letter and enclosing your resume.

- 22. Give a typical format of an Agenda.
- 23. What are your strengths and weaknesses? How would you answer this question in an interview?
- 24. List the do's and don'ts of netiquette.
- 25. What are the barriers to listening?
