

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt. of India)  
**End Semester Examinations –Dec 2019/Jan 2020**  
**M.B.A** (Port and Shipping Management) /  
(International Transportation and Logistics Management)  
**Semester-I**  
**PG21T2104/PG22T2104-COMMUNICATION SKILL**

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**Date:02-12-2019**

**Max Marks: 60**

**Time: 3 Hrs**

**Pass Marks: 30**

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**PART - A (12x 1= 12 Marks)**

**Answer all questions, all questions carry equal marks.**

1. A message can only be deemed effective when it is:
  - a) Repeated back
  - b) Communicated face to face
  - c) Delivered with confidence
  - d) Understood by others and produced intended results
  
2. Which of the following is seating arrangement for presentations?
  - a) Classroom
  - b) Conference table seating
  - c) U- shaped seating
  - d) All of the above
  
3. In business, the purpose of writing is mainly to:
  - a) Persuade
  - b) Inform
  - c) Both inform and persuade
  - d) Entertain
  
4. Management by walking around
  - a) Is good for health
  - b) Can be achieved by good inter personal skills
  - c) Is not really necessary
  - d) Disturbs the work of employees
  
5. Which of the following terms best describe grapevine as a communication pattern?
  - a) Horizontal
  - b) Informal
  - c) Serial
  - d) Verbal
  
6. Feedback is a listeners:
  - a) Verbal critique of your message
  - b) Aversion to a message
  - c) Acceptance of a message
  - d) Verbal or non-verbal listener response

7. The envelope indicated that there was \_\_\_\_\_ but in fact there was only a letter inside.

- a) An enclosure
- b) A sender
- c) A salutation
- d) An indent

8. \_\_\_\_\_ is used to provide feedback to higher-ups, inform them of progress towards goals, and relay current problems.

- a) Interpersonal communication
- b) Upward communication
- c) Directional communication
- d) Downward communication

9. Any factor which disturbs, confuses or interferes with the communication of a message is known as:

- a) Noise
- b) Inaccurate encoding
- c) Inaccurate decoding
- d) Disturbance

10. Which of the following is a good example of horizontal flow in an organization?

- a) When employees give their supervisors reports listing their accomplishments during the last year.
- b) When the department heads of marketing and research get together for a meeting.
- c) When, at a party, the vice president's secretary tells the husband of one of the employees about plans for layoffs.
- d) When a supervisor issues a statement to all subordinated explaining new travel policies.

11. An interview tests you in \_\_\_\_\_

- a) Fashion
- b) Confidence
- c) Subject
- d) None of the above

12. In an interview when you don't know an answer, you should

- a) Bluff
- b) Keep guessing
- c) Admit that you do not know the answer
- d) Remain quiet

**PART – B (200 Words)**

**(Answer any FIVE Questions)**

**5 x 4 = 20 Marks**

13. Why is communication vital to the success of every business organization?
14. What is the purpose of feedback in the communication process?
15. Define secondary research. State various sources of secondary data.
16. Discuss the business applications of blogs.
17. What is proofreading? Discuss the tips for successful proofreading.
18. You bought a digital camera through Amazon.com. The camera is defective. Prepare a complaint to be sent through E-mail.
19. What is grapevine? Explain the advantages of grapevine in organisations.

**PART - C**

**Answer any FOUR of the following Questions.**

**(Question No.20 is compulsory) 4 x 7 = 28 Marks**

20. S&T, a multinational company is calling for fresh MBA's for the position of management trainees with PSM or ITL as specialization with excellent communication skills. The candidate must be prepared to serve globally and should be passport ready. Make a suitable application for the above advertisement by preparing a cover letter enclosing your resume.
21. Define written communication. Discuss the advantages and limitations of written communication.
22. Discuss the general guidelines to create an effective presentation.
23. Your college recently organised a Blood donation camp. As the student coordinator of the programme, write a report on the events of the camp.
24. What are the major contents of the minutes of a meeting?
25. What is non-verbal communication? Identify various types of non-verbal expressions.