

2025

MBA 1st Semester Examination

MBA

Paper : MBAC406X0

[Business Communication]

Full Marks : 100

Time : Three Hours

The figures in the margin indicate full marks.

*Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *eight* questions : 5×8=40

1. Briefly discuss the primary purposes of business communication.
2. Differentiate between upward and downward communication. Discuss major limitations of upward communication. 3+2
3. What are deictic gestures?
4. What is "paralanguage"? Discuss its role in communication. 2+3
5. Briefly discuss about the "quitting style" of communication.

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6. Define the term "oculesics". Discuss how eye contact regulates the flow of conversation. 2+3
7. How is grapevine communication advantageous in the organizational setup?
8. Briefly describe the Mehrabian model of communication.
9. What is the importance of body language in professional communication?
10. Does a closed communication climate help or obstruct workplace communication?
11. Give two features of cross-cultural communication. Briefly discuss the significance of high-context and low-context communication with reference to cross-cultural communication. 2+3
12. Briefly discuss the concept of "ethnocentrism".

Group - B

Answer any *four* questions : 10×4=40

13. What is "kinesics"? Discuss the various aspects of kinesics. 3+7
14. Examine the various barriers to effective communication in organizations. Propose strategies to overcome each type of barrier. 5+5
15. You are the Branch Manager of a bank. There has been a steady decline in customer satisfaction scores over the

last six months due to long waiting times and server issues. Write a formal Analytical Report to the Regional Director describing the findings and recommending solutions.

16. Briefly discuss the various characteristics of national culture influencing cross-cultural communication.
17. What is a Notice and how is it different from a Circular? Your company, *Apex Corp*, is organizing a mandatory "Diversity & Inclusion Workshop" for all employees next Friday. Draft a Notice for the office notice board, including date, time, venue, and purpose.
5+5
18. You are the owner/proprietor of a hotel in Digha. You have recently opened a coffee shop within the premises of the hotel, and would like to obtain permission from the district administration for keeping it open 24 hours a day. Write an application to the District Magistrate, Purba Medinipur, requesting for the same.

Internal Assessment : 20 marks
