

Central University of Jammu

Name of Programme of Study....., Roll No:
(To be filled by the Student)

Instructions:

1. **Section A** shall have 10 (Ten) objective type questions (Multiple choices) of 1.5 Mark each. All questions in this Section shall be compulsory (Total 15 Marks). *Maximum time allowed is TEN Minutes.*
2. **Section B** shall have two questions with options from each unit with choice .Attempt five questions each question carries 08 Marks each (Total 40 Marks).
3. **Section C** shall have five questions from which students needs to attempt any Three questions Including Q.No 5(Case study) which is a compulsory question .Each question carries Fifteen marks each (Total 45 Marks)

End-Semester Examination of MBA (TTM) Sem-1st

Course Title: COMMUNICATION FOR PROFESSIONAL EXCELLENCE

Course Code: PGTTM1F008T

Time- 3 hrs

Total Marks: 100

Section-A

All questions are compulsory in this section. Each question carries one mark (10X1.5 = 15)

- Q1.are the messages that come through words from the mouth of the speaker. It is a very convenient form of expression and presentation. It is almost instantaneous, quick and least expensive
- a) Oral communications
 - b) Non-verbal communication
 - c) Coding
 - d) Para- language
- Q2. If your mother is angry with you on something then without uttering a single word she can convey this feeling to you then it will be called
- a) Kinesics
 - b) Proxemics
 - c) Para-language
 - d) Chronemics
- Q3. Many professions rely heavily on jargon and have their own 'language' that is not known to outsiders. It acts as a barrier. Which type of barrier that is
- a) Semantic Barriers
 - b) Cultural barriers
 - c) Historical barriers
 - d) Psychological barriers
- Q4. Ethnocentrism is judging another's culture solely by the values and standards of one's own culture and not to like others' culture. Which type of barrier that is
- a) Semantic Barrier
 - b) Psychological Barriers
 - c) Cultural Barrier
 - d) Ethnocentrism
- Q5.signifies the way we sit, stand, and carry ourselves. A student has to cultivate and maintain elegance in his or her sitting standing and walking postures as it conveys message about your personality .
- a) Posture
 - b) Gestures
 - c) Voice Modulation
 - d) Speech
- Q6. Which one of the following is not the element of communication....?
- a) Shift the pitch of your voice
 - b) Change the speed of your voice
 - c) Control the volume of your voice
 - d) Vocabulary

Q7 the nodding of the head from side to side to say 'no' or up and down to convey 'yes' is an example of

- a) Non-verbal communication
- b) Verbal communication
- c) Mineciscs
- d) Proxemics

Q8. A good way to gain confidence when speaking to a group is to

- a) concentrate on yourself and how you sound.
- b) *keep the emphasis on the listeners* and use the you-viewpoint.
- c) picture the audience dressed in their underwear.
- d) tell yourself that you can do it.

Q9. If you exhibit too little confidence when you speak, your listener(s) will

- a) feel discomfort.
- b) feel negative toward you.
- c) reject you.
- d) reject your message.

Q10. The volume level of your voice should be determined by your

- a) audience's need to hear.
- b) lung capacity.
- c) message content.
- d) need to show confidence.

Section-B

Section B will consist of ten short –answer questions, two from each unit. Each question carries 08 marks. The candidate is required to attempt any five questions selecting at least one from each unit (Total 40 marks). (5X8=40)

Unit-1

Q1. What is Effective Communication?

Or

“First impression is the last impression”, Comment on the given statement with suitable example.

Unit-2

Q 2. Effective listening is the most important part of Communication? Comment

Or

How to communication effectively over the telephone ?

Unit-3

Q 3. How JOHARI window analysis helps in self improvement ?

Or

What is the STAR technique used in Interview?

Unit-4

Q 4. "Public speaking is an art", Comment on the given statement?

Or

Inter-personnel conflicts can be easily handled by effective communicator ?

Unit-5

Q 5. What is grapevine communication ? , Explain with the help of Example

Or

"Customer is the king in service industry", Comment on the given statement ?

Section-C

Section C Each question will carry 15 marks. The candidate is required to attempt any three questions including case study question which is compulsory. (Total 45 Marks).

(3X15=45 Marks)

Q1. How will you define personality? What are the various factors which shapes an personality of an Individual?

Q2. Why customer care is is so important in service Industry? Explain your answer with suitable example.

Q3. What do you understand by communication channels and communication process?

Q4."Leadership is not an inborn trait , it can be learnt with practice and training", Comment on the given statement highlighting the various examples?

Q5. CASE STUDY – TORN BETWEEN TWO PRIORITIES.

You have been appointed as captain of the project for an interschool project competition by one of the strictest teachers of your school. You with your team are representing your school in this project competition. The final day of project presentation is on last Saturday of this month and you want that your school wins the best project title. You have to come to school on Sundays to help with a special project. At the same time, your family is moving to a new home. Your family is counting on you to organize the move and help pack. You are exhausted because of the physical and mental demands that are being placed on you. You are torn between your need to spend time at home and your desire to show your mettle as project leader in school competition.

Case Discussion:

1. List three options for dealing with your situation. Explain in detail.
2. List the option you would choose, and explain why you would choose it. Explain in detail.