



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:I
Class:FY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Business Communication-I	Course Code:MBA22109
Max. Marks:30	Duration:1:15Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains ____2____page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1 Define Communication. State the merits of verbal communication (3) CO1

Question No. 2 Attempt following Question

- 2 Illustrate the following types of listening: (3) CO2
- Passive listening
 - Competitive listening
 - Critical listening

Question No. 3 Attempt following Question

- 3.a) a) Explain in brief following skills in a business context: (4) CO2
- Leadership skills
 - teamwork skills

OR

- 3.b) Explain following aspects of telephone etiquette: (4) CO2
- Telephone etiquette in office
 - Call waiting

- 3.c) Develop four standard guidelines for the employees with respect to attending mobile calls in the office (4) CO2

OR

- 3.d) Discuss basic considerations while making a telephone call (4) CO3

Question No. 4 Attempt following Question

- 4.a) Analyse four features of an effective presentation (4) CO4

OR

- 4.b) Differentiate between a lecture and a presentation (4) CO4

- 4.c) Examine the aspects of a presentation with respect to (4) CO4

- Audience (whom)

- Purpose (Why)

OR

- 4.d) Analyse factors that an effective presenter should consider (4) CO4

(Do's) while preparing the conclusion part of a presentation

Question No. 5 Attempt following Question

- 5.a) Explain in brief the reason of conducting following types of interviews: (4) CO5

- Admission interview
- Placement interview
- Interrogation interview
- Appraisal interview

OR

- 5.b) Determine the purpose of conducting following types of interviews: (4) CO5

- Selection interview
- Panel interview

- 5.c) Explain following attributes of candidates appearing for an interview: (4) CO5

- Knowledge
- Motivation

OR

- 5.d) Determine the characteristics of an interview (4) CO5

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