

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**



M.C.A. (First Semester - Regular) Examinations, January – 2026

MCA251005 – Corporate Communication Skill

Time: 2 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. Define Business Communication.	CO1	K1
b. What is Grapevine Communication?	CO1	K1
c. Mention any two barriers to effective communication.	CO1	K2
d. What is Body Language?	CO4	K1
e. State any two types of Listening.	CO4	K1

PART – B

(10 x5=50 Marks)

<u>Answer <i>ALL</i> questions</u>	Marks	CO #	Blooms Level
2. a. Explain the process of communication with a neat diagram.	5	CO2	K2
b. Discuss the importance of Business Communication.	5	CO2	K2
(OR)			
c. Explain formal communication with an example.	5	CO1	K2
d. Explain informal communication (grapevine) with an example.	5	CO4	K3
3.a. What is SWOT Analysis? Explain its components.	5	CO2	K2
b. Discuss the importance of SWOT Analysis for students.	5	CO1	K2
(OR)			
c. What is Group Discussion?	5	CO1	K2
d. Explain the principles of effective Group Discussion.	5	CO4	K3
4.a. Write the essential parts of a formal business letter.	5	CO1	K2
b. Explain the importance of email etiquette.	5	CO1	K2
(OR)			
c. Draft a formal email informing students about an internal assessment test.	10	CO3	K3
5.a. Explain Non-Verbal Communication.	5	CO1	K2
b. Describe the role of body language in interviews.	5	CO1	K2
(OR)			
c. Draft a Letter of Complaint regarding faulty computer lab equipment.	10	CO5	K3
6.a. What is a Business Meeting? Explain its importance.	5	CO1	K2
b. Discuss Business Meeting Etiquette.	5	CO1	K2
(OR)			
c. Prepare a Minutes of Meeting (MoM) for a departmental meeting on semester planning.	5	CO3	K3
d. Explain Telephone Etiquette in corporate communication.	5	CO2	K2

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