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**GIET UNIVERSITY, GUNUPUR – 765022**  
M. B. A (First Semester) Examinations, February – 2023  
**21MBAPC11003 –Business Communication**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**

Q.1. Answer <i>ALL</i> questions	CO #	Blooms Level
a. Define ‘Communication’.	1	PO1
b. Differentiate ‘Data’ from ‘Information’.	1	PO1
c. What does LSRW Skills stand for?	1	PO1
d. Brief ‘Lingua franca’.	1	PO2
e. Intercultural Communication	1	PO1
f. Paradox of human communication	2	PO4
g. Non directive communication	1	PO1
h. Write Synonyms for --- ‘Gorgeous’, ‘Valour’.	1	PO1
i. Write Antonyms for --- ‘Locate’. ‘Mobile’.	1	PO1
j. Write Parts of Speech for --- ‘Noble’ and ‘Among’.	1	PO1

**PART – B****(8 x 5 = 40 Marks)**

Answer <i>ALL</i> the questions	Marks	CO #	Blooms Level
2. a. Write in detail about 7 ‘C’s of Communication.	8	4	PO6
(OR)			
b. How Communication is important for Management students?	8	2	PO5
3.a. Explain different directions of communication.	8	1	PO3
(OR)			
b. Elaborate various channels in communication.	8	4	PO6
4.a. Write in detail about types of communication with appropriate examples.	8	4	PO6
(OR)			
b. How ‘Soft Skills’ are important in career growth and explain its prominent points	8	2	PO5
5.a. Differentiate ‘Interpersonal’ from ‘Intrapersonal communication’ in detail.	8	1	PO1
(OR)			
b. What are the barriers of communication? Answer elaborately.	8	2	PO3
6.a. How ‘Reading’ is important in communication?	8	2	PO5
(OR)			
b. Describe the Process of Communication and write its elements.	8	1	PO1

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