

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP2023)**

**CLASS: BTECH / BARCH
BRANCH: CS/IT/ECE/EEE/BARCH**

**SEMESTER : VI
SESSION : SP2023**

SUBJECT: MT123 BUSINESS COMMUNICATION

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1	Communication means sharing of understanding between people.' Explain the statement.	[5] 1	2
Q.2	With the help of suitable examples, explain the various communication barriers. As a manager, what measures would you use to overcome them?	[5] 1	2
Q.3	'Whether an organization is small or large, it is communication that binds the organization together'. Discuss in brief the formal flow of communication in an organization in the light of the above statement.	[5] 2	2
Q.4	'Like Body Language, your voice carries both intentional and unintentional messages' Illustrate the various aspects of voice that determine the success of any speech or presentation.	[5] 4	4
Q.5	Effective listening is a rather daunting task. Substantiate your answers with appropriate examples.	[5] 2	4

:20/02/2023:M