

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BHMCT
BRANCH: HMCT

SEMESTER: VI
SESSION: SP/2024

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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		CO	BL
Q.1(a)	How is 'communication' defined?	[2] 1	1
Q.1(b)	Discuss the importance of business communication in organizational context.	[3] 1	4
Q.2(a)	Write the guidelines of effective interpersonal communication.	[2] 1	2
Q.2(b)	Lack of trust is a barrier to communication. Justify the statement.	[3] 1	4
Q.3(a)	Define formal communication.	[2] 2	1
Q.3(b)	Explain the key differences between formal and informal communication.	[3] 2	3
Q.4(a)	What are the aspects of non-verbal communication?	[2] 2	2
Q.4(b)	List some of the common gestures and explain their corresponding commonly understood meaning.	[3] 2	2
Q.5(a)	What are the major forms of condensation?	[2] 3	1
Q.5(b)	What are the features of Précis writing?	[3] 3	2

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