

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA/IMBA
BRANCH: BBA/IMBA**

**SEMESTER : II
SESSION : SP/2025**

SUBJECT: MN109 PUBLIC SPEAKING AND CREATIVE WRITING

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)	Write the features of effective communication.	[2] 1	1
Q.1(b)	Draw the flow of the process of communication and discuss.	[3] 1	2
Q.2(a)	Differentiate between Gestures and Posture.	[2] 1	3
Q.2(b)	Discuss the types of communication with suitable example.	[3] 1	2
Q.3(a)	List the purpose of professional communication.	[2] 1	1
Q.3(b)	Explain the key difference between formal and informal communication.	[3] 1	3
Q.4(a)	Define public speaking and write the importance in context with corporate world.	[2] 2	2
Q.4(b)	Explain the 3Ps of Public Speaking.	[3] 2	3
Q.5(a)	Distinguish between Extempore and Group Discussion.	[2] 3	3
Q.5(b)	Write the Dos and Don'ts of Group Discussion.	[3] 3	2

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