

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

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

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

SUBJECT: MN109 PUBLIC SPEAKING AND CREATIVE WRITING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Identify and explain the important features of effective communication. Examine the advantages and disadvantages in context with corporate world.	[5] 1	1
Q.1(b)	Discuss the subtle form of manipulation in communication by using wordplay	[5] 1	2
Q.2(a)	Differentiate formal and casual speech. State the most effective strategies for overcoming the fear of public speaking.	[5] 2	2
Q.2(b)	What role does storytelling play in public speaking? Give suitable examples.	[5] 2	1
Q.3(a)	Illustrate the key differences between delivering a speech in person versus through a digital medium (Ted Talks, YouTube Speeches etc.).	[5] 3	3
Q.3(b)	How does listening to famous speeches help in improving one's own public speaking skills? Which famous speech you like the most and why?	[5] 3	2
Q.4(a)	In what ways does creative writing help in developing critical thinking and communication skills? Justify the sentence that creative writing is valuable in education for students of all ages.	[5] 4	3
Q.4(b)	How does the motif of the "unseen" or "invisible" shape narratives about imagination?	[5] 4	2
Q.5(a)	Discuss various strategies leaders can use to adapt their speaking style in different audiences?	[5] 5	3
Q.5(b)	Explain the three main stages of the creative writing process.	[5] 5	4

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