

Reg. No.:



Name:

University of Kerala

U9182

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

MANAGEMENT

UK2DSCMGT104 - Business Communication

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Recognize which of the following is NOT a barrier to communication: Options : A)Language Differences B)Noise C)Feedback D)Distractions	RE	2
2	Identify the type of speech that aims to involve, entertain, and hold the audience' s attention. Options : A)Demonstrative Speech B)Entertaining Speech C)Persuasive Speech D)Informative Speech	RE	4
3	Discuss the purpose of participating in a debate, Options : A)To showcase public speaking skills B)To analyse viewpoints for improved decision making C)To win arguments D)To promote competition	UN	4
4	Describe the meaning of 'feedback' in the communication process. Options : A)The reaction or response of the receiver to the message B)The source of message C)The medium used to send the message D)The encoding of message	UN	1
5	Outline the key factors of verbal communication Options : A) It relies on symbols and diagrams B)It involves spoken or written words C)It excludes face to face conversation D)It depends entirely on visual cues	UN	1
6	Classify the following types of communication: Email, Business Letter, Report, Memo. Options : A)Informal communication B)Written Business Communication C)Verbal Communication D)Personal Communication	UN	2

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	List examples of visual and digital communication.	UN	2
8	Explain any two differences between Application letter and Business letter.	UN	3
9	Demonstrate the use of Body language in workplace Communication	AP	4
10	Manage a training session where trainees are afraid to speak on the first day	AP	5

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Write a letter requesting confirmation from a candidate about their joining in your organisation OR B) Draft a formal email to a client confirming a scheduled meeting.	AP	4, 3
12	A) Analyse the role of communication in promoting co-ordination and achievement of common goals. OR B) List out different types of business letters, and explain how do their purposes differ in professional communication	AN	1, 3
13	A) Assess the effectiveness of group communication in business decision making. OR B) Evaluate the effectiveness of different resume formats in job applications.	EV	4, 3
14	A) Construct a proposal for implementing new communication channels in a business to improve workflow and efficiency. OR B) Design an application letter for the post of secretary of Reliance Chemicals Limited	CR	2, 4