



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA-2024

Course Name – Business Communication and Soft Skills

Course Code - MBA17102 (T)

(Semester I)

Full Marks : 40

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 10=10

1. Choose the correct alternative from the following :

- (i) Select the primary goal of active listening.
 - a) To respond quickly without fully understanding the message
 - b) To listen attentively and provide feedback to show understanding
 - c) To interrupt the speaker to correct them
 - d) To avoid eye contact and let the speaker continue uninterrupted
- (ii) Select which of the following actions is an example of an ethical behavior in handling confidential information.
 - a) Sharing sensitive company data with friends
 - b) Keeping confidential information private, even outside of work
 - c) Using confidential information for personal gain
 - d) Discussing company secrets with clients to build rapport
- (iii) Analyse which employability skill is demonstrated when someone listens actively in business communication.
 - a) Multitasking
 - b) Problem-solving and collaboration
 - c) Time management
 - d) Avoiding conflict
- (iv) Estimate the most professional way to dress in a business casual environment.
 - a) Wearing anything as long as you're comfortable
 - b) Dressing casually regardless of company policy
 - c) Wearing formal business attire every day
 - d) Dressing in attire that is neat, clean, and appropriate for the office
- (v) Describe how cultural differences can affect business communication.
 - a) They have no effect
 - b) They can lead to misunderstandings and misinterpretations
 - c) They always create positive outcomes
 - d) They only matter in international contexts
- (vi) Apply active listening techniques during a team meeting.
 - a) Interrupt frequently
 - b) Nod and summarize key points

- c) Multitask while others speak
 d) Focus only on your own agenda
- (vii) Implement strategies to handle conflict in a workplace scenario.
 a) Address the conflict openly and seek a compromise
 b) Ignore the issue and hope it resolves
 c) Escalate the issue to management immediately
 d) Blame others involved
- (viii) Create a professional networking plan for a business event.
 a) Have no goals or strategy
 b) Only attend if it's convenient
 c) Identify key individuals to connect with and prepare talking points
 d) Avoid business cards
- (ix) Practice giving constructive feedback to a peer.
 a) Focus only on what they did wrong
 b) Avoid giving any feedback
 c) Be vague and general
 d) Use specific examples and suggest improvements
- (x) Analyze the effectiveness of different communication methods in a business setting.
 a) Face-to-face communication allows for immediate feedback.
 b) Written communication is always preferred.
 c) Verbal communication is ineffective for complex information.
 d) All methods are equally effective regardless of context.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss the meaning of teamwork. (3)
3. State the importance of teamwork. (3)
4. Examine the significance of work ethics in the professional world. (3)
5. Infer the difference between listening and hearing skills. (3)
6. Analyse the characteristics of work ethics. (3)

OR

Analyse the importance of emotional intelligence in a workplace. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

7. State the characteristics of a bad leader. (5)
8. Assess the significance of SWOC analysis in business. (5)
9. Assess the barriers to effective listening. (5)

OR

Assess the steps in the process of listening. (5)
