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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2023

Course Name – Organizational Communication

Course Code - MMSJ401MM

(Semester IV)

Full Marks : 60

Time : 2:30 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 15=15

1. Choose the correct alternative from the following :

- (i) Name the communication type which includes gossip and rumour.
 - a) Formal communication
 - b) Informal communication
 - c) Diagonal communication
 - d) Vertical Communication
- (ii) Explain the nature of organization communication.
 - a) Context dependent
 - b) Multi-directional flow
 - c) Formal and informal channels
 - d) all the above
- (iii) An organization is facing communication breakdowns between its marketing and sales departments. Applying Shannon and Weaver's Model of Communication, identify component is most likely causing the issue?
 - a) Sender
 - b) Receiver
 - c) Noise
 - d) Feedback
- (iv) A manager decides to implement an open-door policy to improve upward communication. Identify the organizational communication theory for this action?
 - a) Scientific Management Theory
 - b) Human Relations Theory
 - c) Systems Theory
 - d) Cultural Approach
- (v) A person who resolves conflicts and promotes harmony in a group plays the role of:
 - a) Aggressor
 - b) Harmonizer
 - c) Blocker
 - d) Dominator
- (vi) Choose which of the following affects group dynamics.
 - a) Group size
 - b) Leadership style
 - c) Communication patterns
 - d) All of the above
- (vii) Analyze the role transparency plays in organizational communication.
 - a) It creates distrust
 - b) It helps in building trust and collaboration
 - c) It is only useful in marketing
 - d) It complicates the communication process
- (viii) Analyze the type of communication is most crucial for ensuring organizational effectiveness.

- a) Intra-personal communication b) Interpersonal communication
c) External communication d) Group communication
- (ix) Analyze what is the most common barrier to effective organizational communication.
a) Overuse of feedback b) Poor listening skills and misunderstanding
c) Too many meetings d) Too much information
- (x) Examine which type of organizational structure is best suited for an organization that operates in diverse geographic regions.
a) Matrix structure b) Divisional structure
c) Functional structure d) Flat structure
- (xi) Examine which of the following is an advantage of the functional structure.
a) Employees have broad responsibilities across multiple functions b) It fosters specialization and expertise in departments
c) It encourages collaboration between different functions d) It eliminates the need for middle management
- (xii) Show which of the following is a type of organizational structure.
a) Horizontal b) Vertical
c) Matrix d) All of the above
- (xiii) Show which of the following is NOT a factor influencing organizational communication.
a) Culture b) Technology
c) Leadership d) Personal preferences
- (xiv) Select the primary purpose of organizational communication.
a) To maintain a hierarchy b) To transmit information and ideas
c) To establish rules and regulations d) To increase profitability
- (xv) Show which communication model focuses on encoding and decoding messages.
a) Shannon-Weaver model b) Linear model
c) Transactional model d) Interactional model

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Outline the difference between formal and informal communication within an organization. (3)
3. Identify the key elements of group communication. (3)
4. Analyze interpersonal conflict. (3)
5. Choose ways to apply Taylor's scientific management to optimize a manufacturing process. (3)
6. Analyze the advantages of a decentralized communication structure in organizations. (3)

OR

- Identify the stages of group development. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the importance of noise in organizational communication models, and how can organizations manage it. (5)
8. Identify how language barriers impact communication in global organizations, and what solutions can be implemented. (5)
9. Analyze how HR ensures that communication is inclusive and accessible to all employees. (5)
10. Analyze the key elements of organizational structure. (5)
11. Examine how organizational design affects communication within a company. (5)
12. Examine how organizations can prevent conflicts through effective communication strategies. (5)

OR

- Analyze how counseling improves interpersonal communication among employees. (5)