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BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
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Term End Examination 2025-2026
Programme – MBA-2025
Course Name – AI-Assisted Business Communication and Soft Skills
Course Code - MBA17401 (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) Define encoding in the communication process.

a) Receiving a message
b) Breaking down feedback
c) Sending a response
d) Translating ideas into symbols

(ii) Distinguish between internal and external communication.

a) Based on emotions
b) Based on message length
c) Based on audience inside or outside the organization
d) Based on media format

(iii) Choose the importance of choosing the right communication channel.

a) Any channel is effective
b) Reduces message cost
c) Ensures clarity and timeliness
d) Channels don't matter

(iv) Judge the effectiveness of non-verbal cues in face-to-face meetings.

a) They distract from the message
b) They add confusion
c) They reinforce meaning
d) They replace verbal communication

(v) Define the use of storytelling in the context of business presentations.

a) Reading facts aloud
b) Describing data charts
c) Using narrative to explain ideas
d) Showing silent visuals

(vi) Choose the most effective way to reduce stage fright.

a) Avoid preparation
b) Practice and visualization
c) Rush the presentation
d) Stop using visuals

(vii) Which option best describes the forming stage in team development?

a) Team disbands
b) Team begins working efficiently
c) Conflict arises
d) Team members meet and get oriented

(viii) Analyze the difference between the storming and norming stages in teams.

a) Both involve conflict
b) Storming is about conflict; norming is about collaboration

c) Norming has more arguments
d) Storming is team celebration

(ix) Distinguish between avoiding and collaborating conflict styles.

a) Avoiding is better
b) Collaborating seeks win-win; avoiding delays resolution
c) Both mean the same
d) Avoiding ends conflict faster

(x) Examine the result of poor cross-cultural communication.

a) Higher engagement
b) Better results
c) Misunderstandings and friction
d) More clarity

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. Interpret how barriers like language and cultural differences affect message clarity. (3)
3. Explain the steps involved in application an AI tool to generate a professional email inviting feedback. (3)
4. Implement DEI principles while onboarding a new team member from a minority background. (3)
5. Evaluate the long-term benefits of adhering to professional digital communication standards. (3)
6. Explain how the application of the 7Cs results in the effectiveness of a business message. (3)

OR

Analyze the role of tone in digital communication and its effect on message perception. (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. Describe the functions of communication within a business organization. (5)
8. Justify the role of AI in supporting non-native English speakers in professional communication. (5)
9. Explain how posture and spatial positioning affect audience perception during live presentations. (5)

OR

What are the strategies to overcome fear of public speaking in business settings? (5)

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