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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA-Hons-2023/BBA-Hons-2024
Course Name – Managerial Communication
Course Code - BBA30107/BBA30104
(Semester III)

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) State the primary focus of enactment theory in communication.

a) How people create meaning through interactions
b) How cognitive dissonance affects communication
c) How arguments are structured and delivered
d) How persuasive messages are processed

(ii) Explain how enactment theory impacts organizational communication.

a) By focusing on the individual's cognitive processes
b) By emphasizing the role of argumentation in decision-making
c) By showing how interactions create and shape organizational reality
d) By analyzing the effectiveness of different communication networks

(iii) Select the 7C that emphasizes avoiding unnecessary details.

a) Clear
b) Concise
c) Correct
d) Complete

(iv) Define the term "Considerate" in the context of the 7C's of communication.

a) Providing complete information
b) Being aware of the receiver's perspective and needs
c) Ensuring the message is correct
d) Using simple language

(v) State one key difference between oral and written communication.

a) Oral communication is less immediate than written communication.
b) Written communication often lacks immediate feedback.
c) Oral communication is more formal than written communication.
d) Written communication is typically more conversational.

(vi) Explain why written communication is generally preferred for formal documentation.

a) It is more immediate and allows for instant feedback.
b) It provides a permanent record and can be reviewed and edited.

c) It is less structured and more informal. d) It requires less effort in drafting and revising.

(vii) State one of the key "Do's" for effective listening.

a) Multitask during the conversation b) Avoid eye contact

c) Provide verbal and non-verbal feedback d) Plan your response while the other person is speaking

(viii) Explain why "Don't interrupt" is important in active listening.

a) It allows the listener to provide immediate feedback b) It helps maintain the flow of conversation and shows respect

c) It prevents the listener from losing focus d) It ensures that the listener can respond more quickly

(ix) Identify the non-verbal communication used when someone is crossing their arms during a conversation.

a) They are expressing openness and friendliness. b) They are feeling defensive or closed off.

c) They are trying to appear more authoritative d) They are preparing to leave the conversation.

(x) Illustrate how verbal and non-verbal communication can be used together effectively.

a) Speaking clearly while maintaining eye contact and using hand gestures to emphasize points. b) Speaking monotonously while looking at the ground and keeping hands in pockets.

c) Giving a presentation with a lot of technical jargon and no visual aids. d) Sending an email with detailed instructions but no follow-up call.

(xi) Establish the meaning of the Johari window in interpersonal communication.

a) A model for self-discovery b) A form of nonverbal communication

c) A strategy for conflict resolution d) A persuasion technique

(xii) Illustrate how nonverbal cues can enhance verbal communication.

a) By repeating the message b) By distracting the listener

c) By adding emphasis and clarity d) By complicating the interaction

(xiii) Explain how crisis communication should be managed in an organization.

a) Ignore the issue b) Respond immediately without a plan

c) Provide clear and timely information d) Delay the response

(xiv) Discover how body language can affect interpersonal communication.

a) It has no relevance b) It conveys emotions and attitudes

c) It confuses the message d) It is only relevant in public speaking

(xv) Illustrate the concept of hierarchy in workplace communication.

a) It is irrelevant b) It determines authority and influence

c) It limits interaction d) It is only applicable in formal settings

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Mention different types and sub-types of communication. (3)
3. What is Intrapersonal Communication? (3)
4. Discuss three principles of interpersonal communication. (3)
5. Discuss two importance of Johari Windows? (3)
6. Mention different types of presentation. (3)

OR

What do you mean by the body language of a presenter? (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. What are the different types of communication? (5)
8. Discuss the importance of interpersonal semantics. (5)
9. Explain about the overcoming strategies of Cognitive Dissonance Theory. (5)
10. Enumerate ways to prepare in a group discussion. (5)
11. Concerning seven C's of communication- enumerate the terms- concrete, concious, corteous. (5)
12. Discuss the qualities of a good presenter. (5)

OR

Recommend effective presentation starategies used by the good presenters. (5)

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