

END- SEMESTER EXAMINATION

MBA(HRM &OB)

Communication for professional excellence (PGHRM2608T)

Max Duration: 2 Hours

M.M: 50 Marks

(Section – A)

1.5 marks mark each (Total 12 Marks)

Q1. Which of the following is a made of written technical communication

- a) Memo
- b) Letter
- c) Report
- d) All of the above

Q2. Which of the following could be a purpose of writing paragraph?

- a) Inform
- b) Argue
- c) Explain
- d) All of theses

Q3. Which of the following information is not necessarily needed in resume?

- a) Work experience
- b) Educational Qualification
- c) Marital status
- d) address

Q4. Interview conducted when an employee has a feeling of dissatisfaction resulting out of some aspect of work life, is known as

- a) Orientation interview
- b) Grievance interview
- c) Exit interview
- d) Appraisal interview

Q5. Correspondence is preferred in organizations, because:

- a) It is a permanent record
- b) It is accepted as legal proof
- c) It can be used for future reference
- d) All of these.

Q6. Letter that is written by on Government official to another, regarding some official matter, but on a personal note, is known as:

- a) Official letter
- b) Memo
- c) Office order
- d) Demi- official order

Q7. _____ is the section that contains additional information, which originally belongs to the author.

- A. Annexure C. References
B. Bibliography D. Appendix

Q8. The meaning of a word or sentence can change drastically with the variation in stress that it put on?

- a) Syllabus b) Words c) Both a and b d) None of the above

Q8. One advantage of telephone communication is:

- a) Good for problem solving.
b) Permits use of some non-verbal cues.
c) Conveying large amount of information.
d) Keeping a permanent record.

Section – B

**Attempt any three questions.
(6 marks each)**

1. Explain the role of technology in communication.
2. Define: a) Smart e-mail with example b) Mock interviews.
3. What is difference between Resume and curriculum vitae?
4. What is Social media? How frequently social media communication helps you to communicate your message.
5. What are Business letters? Explain it layout with example.
6. What is employment communication? How it is differ from communication.

Section – C

Attempt any two questions. Each carries 10 marks.

Q . What are the 7Cs of letter writing? Write an official Letter from a senior government officer to a junior, asking for update on the developments related to a strike by some employees

Q? What is effective writing? Explain the relevance of effective writing in an industry with the help of example. Give suggestions to make it more effective.

Q . What are various types of Business Reports and Proposals? Explain how reports should be presented.