

Dr SHYAMA PRASAD MUKHERJEE UNIVERSITY, RANCHI
MASTER IN COMPUTER APPLICATIONS
MODEL QUESTION PAPER
END SEMESTER, SEMESTER-I

TIME: 2 HOUR

FM: 70

SUB: EFFECTIVE ORGANISATIONAL COMMUNICATION

PAPER: FCMCA101

SECTION A

Direction: ALL QUESTIONS ARE COMPULSARY:

20X1=20

(THERE ARE 35 QUESTIONS IN MODEL QP BUT IN EXAM ONLY 20 QUESTIONS WILL BE THERE)

1. Communication is the transfer and understanding of

- a) Ideas
- b) concepts
- c) meaning
- d) Words

2. The message is a signal that serves as

- a) Stimuli for a sender
- b) Stimuli for a receiver
- c) Stimuli for a mass audience
- d) Noise Reduction

3. An appropriate communication does not require

- a) Change in a speech
- b) Appropriate gestures
- c) Mastery of content
- d) Handsome personality

4. The responding step of listening

- a)Is non-Verbal
- b)Depends upon human memory
- c)Can be verbal and non verbal
- d)Is always verbal

5. One of the most important communication skill is

- a)Active Listening
- b)Objective Listening
- c)Passive Listening
- d)Inactive Listening

6. Effective Communication will make the receiver

- a)Enjoy it
- b)Accept it
- c)Pass it on to others
- d)Think about it

7. Which of the following is/are parts of active listening

- a)Eye contact
- b)Nodding
- c)Seeking clarification
- d)All of the above

8. The information function of mass communication is described as

a) Diffusion

b) Publicity

c) Surveillance

d) Diversion

9. Non-verbal communication includes

a) Delivering a speech

b) Telephonic conversation

c) Singing a song

d) Shaking hands

10. A negative reaction to a mediated communication is described as

a) Flak

b) Fragmented Feedback

c) Passive response

d) Non-Confirmity

11. Communication between two or more people is called

- a)Organizational communication
- b)Interpersonal Communication
- c)Extrapersonal Communication
- d)Intrapersonal communication

12. In interpersonal communication, ethics are

- a)Important
- b)Communication barriers
- c)Ineffective
- d)None of the above

13. Interpersonal communication occurs only when

- a)A person exchanges idea with another one as unique individual
- b)A large number of people are communicating with each other at the same time
- c)Only friends are talking
- d)None of the above

14. Which of these has maximum reach?

- a) Writing
- b) Listening
- c) Speaking
- d) Talking

15. How is good technical writing achieved?

- a) Naturally
- b) By practice
- c) Listening
- d) Speaking

16. A writer must not convey information with _____

- a) precision
- b) clarity
- c) randomness
- d) truth

17. Which of these are to be avoided in any style of writing?

- a) Truth
- b) Clarity
- c) Compassion
- d) Dishonesty

18. The nouns which cannot be heard or seen are known as....

- a) Medium
- b) Abstract

c) Collective

d) Proper

19. The message is misinterpreted because of the....

a) Distractions

b) Competent

c) Noise

d) Barriers

20. The listening difference b/w the sounds is.....

a) Dialogic

b) Empathetic

c) Comprehensive

d) Discriminative

21. Which of the following speech is also called reported speech.....

a) Indefinite

b) Definite

c) Indirect

d) Direct

22. The important component of hearing is....

- a) Talking
- b) Speaking
- c) Hearing
- d) Listening

23. The important component of evaluative listening is....

- a) Dialogic
- b) Impathetic
- c) Pathetic
- d) Therapeutic

24. The links between semantic market are two....

- a) Phrases
- b) Sentences
- c) Voiced
- d) Words

25. In which of the following the action passes from the subject an object is.....

- a) Modal
- b) Un-transitive
- c) Mail
- d) Transitive

26. In communication, the language is

- a)The non-verbal code
- b)The verbal code
- c)The symbolic code
- d)The iconic code

27. Public Communication tends to occur within a more

- a)complex structure
- b)Political Structure
- c) Convenient Structure
- d)Formal Structure

28. Communication becomes circular when

- a)The decoder becomes an encoder
- b)The feedback is absent
- c)The source is credible
- d)The channel is clear

29. Which of the following statement is not connected with communiation?

- a)Medium is the message
- b) The world is an electronic cocoon
- c)Information is power
- d)Telephathy is technological

30. The reading comprehensive meaning is under the text is.....

- a) Usual
- b) Tense
- c) Oral
- d) Written

31. Why are there rules about how to communicate?

- a)There are no rules about how to communicate
- b)Your workplace is just making sure it has full control over you
- c)It is to make sure everyone understands each other
- d)Some people are not very good at communicating

32. Audio-Conferencing may be classified among the following types of communication

- a) One-sided verbal
- b) Two sided verbal
- c) one sided non- verbal
- d) Two sided non-verbal

33. A classification of body movements is called

- a) Emblems
- b) Non-verbal
- c) Displays
- d) Kinesics

34. Movement of the face that convey emotional meanings are called

- a) Displays
- b) Emblems
- c) Eye contact
- d) None of the above

35. Which of the following is less important in the context of effective communication?

- a) Total control over language
- b) Good vocabulary
- c) Attractive personality of the speaker
- d) Total control on the content to be transacted

SECTION B

Direction: ANSWER ANY 4 QUESTIONS

5X4=20

1. Suppose you are owner of a shop that sells ceiling fans. You received an enquiry letter from M/s Aakash Hotels, Connaught Place, New Delhi seeking information about the price and availability of fans. Write a letter in response to the enquiry made by M/s Aakash Hotels.
2. You are Ankit, Staff reporter of a national daily. You were asked to cover a District Science Exhibition. Mentioning all relevant details write a report.
3. Discuss the problems and differences associated with upward and downward communication.
4. Why do leaders need to be effective communicators?
5. What are some important things to know about the communication at workplace/organization/company? How does understanding the audience help in identifying the tools and types of media that are appropriate for organizational communication?
6. What kinds of listening is important for business organizations? Explain any five types of listening which are important at workplace to excel in company.
7. There is a seminar in your company on the "Technology advancements for the ecological wellbeing". As the project you are working as software analyst is all about the "solar powered automatic engines for cars". So you have to present the ideas in front of company high ups to convince them about prospective success of your software. What principles will you follow while convincing them on your ideas.

8. Explain how the wrong choice of the channel of communication acts as a barrier in communication.
9. How many types of communication we know. Explain any five of them
10. Aakash Mehra from IBM Bangalore travels first time to Australia for presenting his project details to an MNC. The presentation goes well but the audience did complain about the lack of understanding of the content. What do you think there might be the problem(barrier) with audience there. Explain the listening barrier.

SECTION C

Direction: Answer any 2 of the questions.

15X2=30

1. What are Seven C's of Communication. Explain all of them
2. Color World wishes to place an order with National Paints Co. Ltd. for various paints. Prepare an order using imaginary terms and conditions.
(Letter of order)

SL. No:	Description	Quantity	Weight	Unit price	Amount (Rs.)
1	Enamels paint	25 Tins	100 lbs	1000	25.000
2	Synthetic paint	20 Tins	2001bs	2000	40.000
3	White paint	10 Tins	10 lbs	500	5.000 70,000

3. There is an classified advertisement in a popular website for the senior software consultant which is as follows.

Needed Senior Software consultant

Habsons Jobsup Ltd

0-5yrs experience

Qualification: BTech(IT or Computer science)/BE(IT or Computer science)/MCA

Job Location: Gurugram

Role: Consultant for Software Design

According to the specifications you need to apply for the aforesaid position. Do write a job application for the same.

4. According to the popular assumption there must be some principles for effective communication. State and explain all the principles.
5. Write an essay on “Negative aspects of technology” in about 300 words discussing the bad impact of technology on humans.
6. You have appeared for the Personal interview for the job of Software engineer in an well reputed MNC. You will be facing an interview board of 6 people. What are the do’s and don’ts that you have to follow to just get selected for the job.
