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End Semester Examination, December 2024
Program-MBA – Semester I
Oral Business Communication (AEC024)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any five questions:*

- | | |
|--|-----------------------|
| (a) What role does tone play in conveying emotions during communication? | [CO-1] [L-2] 2 |
| (b) Identify the prefixes of 'reorganization' and 'overcompensation'. | [CO-1] [L-2] 2 |
| (c) What is the significance of oral communication in business interactions? | [CO-1] [L-2] 2 |
| (d) Mention one antonym each of 'courageous' and 'diligent'. | [CO-1] [L-2] 2 |
| (e) How would you define accuracy in communication? | [CO-1] [L-2] 2 |
| (f) Identify the root words of 'defrost' and 'operation'. | [CO-1] [L-2] 2 |
| (g) What two words combine to form the portmanteau 'infomercial'? | [CO-1] [L-2] 2 |

2x5

PART-B

Q.2 Explain the role of structured and unstructured interviews in organizational hiring. How do these types impact the selection process? [CO-2] [L-2] **10**

OR

Discuss the key elements of a formal self-introduction. What should be included to make a strong, professional impression in various formal settings, such as interviews, conferences, or business meetings? [CO-2] [L-2] **10**

Q.3 Define pronunciation and explain its significance in effective communication? [CO-3] [L-2] **10**

OR

Discuss the importance of articulation in verbal communication. How does clear articulation contribute to the effectiveness of a speaker, especially in professional contexts? [CO-3] [L-2] **10**

Q.4 Analyze the importance of non-verbal communication in interviews. How do body language, tone, and facial expressions influence the interview process and outcome? [CO-4] [L-4] **10**

OR

Discuss the significance of body language in conveying emotions and intentions. How can positive body language enhance communication, while negative body language may lead to misunderstandings? [CO-4] [L-4] **10**

Q.5

Discuss the importance of audience engagement in public speaking. What strategies can a speaker use to capture and maintain the attention of their audience throughout a presentation? [CO-5] [L-2] **10**

OR

What makes an expression an idiom? Provide ten vivid examples with detailed interpretations of each one? [CO- 5] [L-2] **10**