

A1070

Name.....

Register No.....

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION
TECHNOLOGY (AUTONOMOUS)**

FIRST SEMESTER END SEMESTER EXAMINATION JANUARY 2026

M.B.A

BUS1C01 - BUSINESS COMMUNICATION AND SOFT SKILLS

Time:3 Hours

Maximum:60 marks

Part A

Answer **all** questions

Each question carries 2 marks

1. What is meant by the term “VUCA world”? L1; CO1
 2. How can developing cultural intelligence improve interpersonal communication in a multinational team? L2; CO2
 3. What are the three parts of a speech? L1; CO3
 4. Define a report. L1; CO4
 5. Mention two team engagement activities. L1; CO5
- (5 × 2 = 10 marks)

Part B

Answer any **four** questions

Each question carries 4 marks

6. Explain the 7Cs of business communication and discuss how each contributes to effective communication in the workplace. L2; CO2
 7. Discuss key qualities of an effective public speaker. L3; CO5
 8. Explain any two barriers to listening with examples. L2; CO3
 9. Suggest ways to use gestures, body postures, and haptics effectively in cross-cultural communication. L3; CO2
 10. Discuss techniques for managing time effectively. L2; CO5
 11. Explain the process of business communication with the help of a diagram. L2; CO1
- (4 × 4 = 16 marks)

Part C

Answer any **three** questions

Each question carries 8 marks

12. Break down the anatomy of a professional email and identify potential areas where miscommunication can occur. Suggest how these can be avoided. L4; CO2
- Turn Over

13. Examine the AIDA model of persuasive communication and analyze how each stage can be applied in a marketing campaign to increase customer engagement. L4; CO2
14. Examine the role of technology in oral business communication. L4; CO3
15. Explain the role of Hofstede's dimensions of cultural differences, proxemics, and chronemics in cross-cultural communication. How can improving cultural intelligence help people communicate better in a globalized world? L3; CO1
16. Examine the relevance of communication channels in group settings. L4; CO5
- (3 × 8 = 24 marks)

Compulsory

17. A team from India visits Germany to finalize a business deal. During meetings, the Indian manager frequently engages in small talk and uses friendly gestures like patting the German counterpart's shoulder. The German manager, uncomfortable with physical contact and informal conversation during business meetings, perceives this as unprofessional. The negotiations stall due to misunderstandings, despite both sides having strong business alignment. Questions: Identify the key cultural dimensions that led to miscommunication in this scenario. Design a culturally intelligent communication strategy for future negotiations between these two teams. Create a short training outline for Indian managers traveling abroad to enhance cultural sensitivity. L5; CO2
- (1 × 10 = 10 marks)
