

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - I
Sub.: Communication Skills (MBA107)

Date : 19/12/2024

Total Marks : 60

Time: 2.00pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Advantages and disadvantages of written communication
 2. Facial expressions
 3. Audio signs in non-verbal communication
 4. Merits and Demerits of eye-contact
 5. Importance of Appearance in communication
- Q. 2. Answer in detail (Any One) (10)**
1. State the barriers to effective communication.
 2. Write the visual signs of non-verbal communication
- Q. 3. Answer in detail (Any One) (10)**
1. What are the 7 Cs of Oral communication
 2. Suggest according to you few ways of improving listening skills.
- Q. 4. Answer in detail (Any One) (10)**
1. Write the do's and don'ts of attending an interview.
 2. Explain Touch. State the various types of handshake and their interpretation.
- Q. 5. Case study (15)**
- A French executive frequently had to give presentations to senior executives in his company.
- Problem:**
- His English was excellent, but because of his heavy French accent, he was often misunderstood. He used gestures that made him look wildly excited and distracted listeners from what he was saying. Furthermore, his presentations had many busy tables, and his messages were confusing and unclear resulting in twelve to eighteen bullet points per slide instead of the six to eight that people can absorb. He relied on his PowerPoint to do the presentation for him instead of speaking freely and persuasively.
- Questions:**
1. What can the French executive do about his accent and wild gestures of hand?
 2. What changes should he bring about in his presentation style?
 3. What can the other team members help the French executive?