



DOON UNIVERSITY, DEHRADUN
Mid-Term Examination, First Semester, 2014
School of Management

MMS-507: Business Communication

Time Allowed: 90 minutes

Maximum Marks: 30

Note: Attempt Questions from All Sections.

SECTION: A

Attempt all questions.

*(Marks: 1*7=7)*

1. Communication starts with : a) Message b) Sender c) Channel d) Feedback
2. The most basic type of listening is known as :
a) Discriminative listening b) Comprehension listening c) Appreciative listening d) Evaluative listening
3. 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
4. Wrong decoding means :
a) Badly worded message
b) Message sent to wrong receiver
c) Interpreted meaning is different from intended message
d) Message sent by wrong sender What is grapevine in communication?
5. Which of the following indicates the correct sequence of the elements of communication in the communication process?
A. Sender, Receiver, Channel, Message, Feedback
B. Receiver, Feedback, Sender, Message, Channel
C. Sender, Channel, Message, feedback, Receiver
D. Sender, Message, Channel, Receiver, Feedback
6. What is noise in communication?
7. What is the back-burner myth in communication?

SECTION B

2. Write short notes on **any three** of the following:

*(Marks: 3*5=15)*

- a) essentials of effective listening
- b) Listening process
- c) purpose of business communication
- d) stages of phone call

SECTION C

3. Answer the following question.

*(Marks: 1*8=8)*

Define listening. What are the different types of listening? Explain.

OR

Define communication. What are the barriers to effective communication? Explain.