

TH241666G

Reg. No.....

Name.....

FYUG PROGRAMME EXAMINATIONS, NOVEMBER 2024

(2024 Admission Regular)

SEMESTER I – CORE COURSE - BMS(HONS.) (IB)

MS1CC04B24 : BUSINESS COMMUNICATION-I

Time: 1.5 Hours

Maximum Marks: 30

PART A

I. Answer any 2 questions. Each question carries 5 marks

Qn.No:	Question	CO	Level
1	Explain the communication process.	I	R
2	Evaluate the effectiveness of asynchronous communication tools for managing virtual teams.	III	U
3	Examine the significance of Grapevine Communication.	I	U
4	Identify the methods which can be used to prevent the delay in feedback loop while using virtual communication.	III	U

(2x5=10)

PART B

II. Answer any 2 questions. Each question carries 10 marks

Qn.No:	Question	CO	Level
5	Discuss different types of Listening.	I	U
6	In the wake of the pandemic, virtual Communication is crucial for business resilience. Comment.	III	U
7	Internal Communication in a Rapidly Growing Startup Calista Inc., a rapidly growing tech startup based in India, has recently doubled its workforce as part of its aggressive expansion strategy. With this growth, the company is encountering several challenges that are affecting employee performance, team dynamics, and overall morale. For instance, employees report feeling overwhelmed by the increased volume of emails and internal messages, leading to missed information and confusion about priorities. Additionally, there have been complaints from many employees that they are not receiving all important updates about company policies and project changes promptly. Furthermore, unresolved conflicts between team members and management, such as instances where employee	I	U

	<p>suggestions are not acknowledged, are contributing to decreased morale and dissatisfaction within the company.</p> <ol style="list-style-type: none"> 1. Identify the specific communication barriers illustrated in the narrative. 2. State the potential strategies which could be implemented by Calista Inc. to address and overcome the identified communication barriers. 		
8	Examine the digital etiquettes required while using various tools for digital communication	III	U

(2x10=20)

CO: Course Outcomes Level : R – Remember, U – Understand, Ap- Apply, An- Analyze, E- Evaluate, C- Create