





KCES's College of Engineering and Management, Jalgaon.

Department of Management MBA (Regular) First Year Internal Examination I (2022) Subject: 102 Business Communication

Full Marks: 20 Date: 16.01.2022 Time: 10.30AM to 11.30AM

* ļņ	dicates required question	
1.	Email *	
2.	Roll No *	
3.	Name of student *	
4.	Mobile No *	
5.	MBA * Mark only one oval. Regular Agri	
6.	Communication is an exchange of * Tick all that apply. ideas facts emotions opinions	

none of these

12.	is the study of measurable distance between people as they interact. *
	Mark only one oval.
	kinesics paralanguage spatial communication physical appearance
13.	Signs where the signifier resembles the signified is called signs. *
	Mark only one oval.
	symbolic iconic indexical none of these
14.	channels carry information rapidly in organization. *
	Mark only one oval.
	Email Phone Grapevine Newspaper
15.	In this communication process, everyone becomes a source as well as receiver through sharing information and gives feedback to another Mark only one oval. interpersonal interpersonal small group
	mass

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16.	Marketing manager giving guidelines to salesmen is a kind of communication. *
	Mark only one oval.
	upward
	downward
	horizontal
	diagonal
17.	Which of the following is not a channel of mass communication? *
	Mark only one oval.
	television
	email
	radio
	newspaper
18.	Which of the following is a type of body language?
	Tick all that apply.
	facial expressions
	distance physical appearance
	gestures
19.	Interdepartmental coordination can be improved through
	Mark only one oval.
	upward communication
	downward communication
	horizontal communication
	none of these
20.	The study of communication through touch is *
	Mark only one oval.
	kinesics
	haptics
	proxemics
	semantic

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21.	Which of the following terms best describes the grapevine as a communication channel? *
	Mark only one oval.
	verbal
	diagonal
	informal
	horizontal
22.	State the advantages of written communication. *
23.	Enlist the barriers of communication. *

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