

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
I SEMESTER 2022-2023
GS F221 BUSINESS COMMUNICATION
COMPREHENSIVE EXAMINATION (CLOSED BOOK)

MM: 70

DATE: 26. 12. 2022

DURATION: 3 HRS

Note: Attempt all the questions in the serial order

Q1. Explain the following briefly: **(18M)**

- i) Corporate Social Responsibility
- ii) Intrapersonal barriers of communication
- iii) Stressful Conversations

Q2. How important are meetings in today's professional world? Elaborate the purposes, procedure and challenges involved in conducting the meetings with appropriate examples. **(12M)**

Q3. Group Behaviour is one of the important aspect in the success of a Group discussion. Discuss the salient features of group behaviour with examples from the classroom discussions. **(10M)**

Q4. Effective Communication during Crisis situation is an asset that can lead to the permanent success or failure of any reputed firm. Your firm wishes to train its employees in various domains of Communication Competence during Crisis situations and hence like to engage in a dialogue with successful professionals from the corporate sector so as to arrive at a possible solution to deal with such challenges. Assuming yourself to be the Chief organiser, prepare a brochure to be sent to the prospective participants for this three-day International conference. Invent necessary details. **(20M)**

Q5. Assume that Microsoft has recently visited the Campus to hire students with excellent technical and soft skills. As the Manager, Human Resource Microsoft, prepare two questions each to check the following traits: **(10M)**

- i) Attitude and
- ii) Decision making ability

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