

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

B.B.A.-I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 25

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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Q. 1 Mindfulness and appropriate practice play a significant role in overcoming pre-presentation anxiety. Discuss strategies that one may use to boost their self-confidence and handle presentation jitters before and during the presentations. (CO 2) [5]

Q. 2 Discuss how preconceived notions, the Halo effect, allness and close-mindedness act as barriers to the smooth flow of ideas in a workplace and adversely impact the quality of communication. Substantiate your answers with the help of suitable examples. (CO 5) [5]

Q. 3 (i) Discuss in detail the role and importance of empathetic listening in fostering stronger team collaboration and communication in organizations. (CO 2) [2.5]

(ii) Suggest strategies to promote empathetic listening in organizations. (CO 2) [2.5]

Q.4 What are the most common barriers to listening in organizations? Suggest strategies to recognize and address these barriers to listening. (CO 5) [5]

Q. 5 Understanding theories of communication helps us understand the dynamics of employee-employer relationships and suggests ways to create a more productive environment in organizations. Comment on the statement and substantiate your answers with suitable examples. (CO 5) [5]