



PD – 173

PGDBA/DHRM/DMM/DHA/DE and SSB/DECOM (DCC)  
Examination, March/April 2021  
(Annual Scheme)  
Paper – 4 : ORGANISATIONAL COMMUNICATION

Time : 3 Hours

Max. Marks : 100

SECTION – A

1. Answer **any ten** questions : (10×2=20)
- a) Define Organization.
  - b) What is Organizational Communication ?
  - c) What is communication process ?
  - d) What are barriers to communication ?
  - e) What is cultural diversity ?
  - f) What is interpersonal communication ?
  - g) What is informal communication ?
  - h) What are infomercials ?
  - i) Define virtual communication.
  - j) What is video conferencing ?
  - k) What are etiquettes ?
  - l) Define Memo.

SECTION – B

Answer **any five** questions : (5×7=35)

- 2. Discuss the importance of technology in modern day communication.
- 3. Explain the importance of communication in workplace.
- 4. Define and explain what is meant by the term "Human Communication".
- 5. What are the approaches to overcome communication barriers ?

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6. Explain how effective communication contributes to managerial success.
7. What are the advantages of verbal over non-verbal communication ?
8. Explain the importance of ethics in organizational communication.
9. Describe the important factors to be considered while communicating digitally.

SECTION – C

Answer any 3 of the following :

(3×15=45)

10. Explain the basic model of communication and how it applies to the organizational context ?
  11. Explain what is meant by the interpretive approach to organizational communication. How does it facilitate decision making ?
  12. Discuss about philosophical perspectives of ethics and how it apply to both business ethics and communication ethics ?
  13. The concept of business communication ethics is relevant to many different aspects of business. Elaborate.
  14. “Communication is an evolving process than a monotonous process” – Elucidate.
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