

Roll No _____

Script No. _____



SINDH BOARD OF TECHNICAL EDUCATION KARACHI

DIPLOMA OF ASSOCIATE ENGINEER 3rd YEAR

MODEL PAPER FOR

ANNUAL EXAMINATION 2021

Technologies:

SUBJECT: MGM-321 BUSINESS COMMUNICATION

SECTION "A" OBJECTIVE

Instructions:

- Attempt all questions.
- All questions carry equal marks.
- Question paper must be returned back to invigilator within the scheduled time.

TIME: 40 Minutes
MAX. MARKS: 25

Q1.(a) Fill In the Blanks

Max Marks 10

1. Communication is a _____ way traffic.
2. _____ Communication cannot be withdrawn.
3. Our most valuable personal tools as a speaker is our _____.
4. The attitude to the listener must be _____.
5. Interview is a face to face _____ with a purpose.

Q.1(b) Encircle "T" for true and "F" for false:

Max Marks 7

1. Careful listening is essential for effective communication (T / F).
2. Pitch assist greatly is voice modulation.(T / F).
3. Interview has been widely used to find out the suitability of the candidate (T / F).
4. A report is not written for some specific purpose. (T / F).
5. Interview can be held through personal meeting (T / F).
6. Open question are called for brief answer.(T / F).
7. Message is sent by means of computer from one place to another is called telegram.(T / F).

Q1.(c) Multiple choice questions:

Max Marks 5

1. How many function of communication
(a) Three (b) Four (c) Five (d) Six
2. Oral communication is the communication by way of.
(a) Uttering words (b) Drawing lines (c) Sign of signals (d) Making movies
3. Daily attendance report is called.
(a) Information report (b) Formal report (c) Technical report (d) Based report
4. Everyday business people convey information
(a) Orally (b) Verbally (c) Informal (d) Formal
5. The person who prepare the message is called
(a) Receiver (b) Sender (c) Message (d) Feed back
6. The steps of a successful meeting
(a) Seven (b) Eight (c) Nine (d) Ten
7. Our most valuable personal tool as a speaker is our
(a) Head (b) Eyes (c) Hand (d) Voice

Signature of Candidate

Seal of Examination Centre

Signature of Invigilator

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SECTION "B" & "C"

TIME: 2.40 HOURS

MAX. MARKS: 25

Section "B"

(Short Answer Questions)

Max. Marks: 15

Q2: Attempt any five questions from the following. All questions carry equal marks.

1. Define communication.
2. Write three types of nonverbal communication.
3. Enlist four principles of effective listening.
4. Define interview.
5. Write three principles of preparing a report.
6. Define body language.
7. Define questionnaire.
8. Write two reasons for poor listening.

Section "C"

(Descriptive Answer Questions)

Max. Marks: 10

Q3: Attempt all questions from the following. All questions carry equal marks.

1. Compare formal and informal communication.

OR

Enumerate advantages and limitation of oral communication

2. Define report writing, its goal and importance.

OR

Discuss the importance of interview in selection process
