

**GURU NANAK INSTITUTE OF TECHNOLOGY**  
**An Autonomous Institute under MAKAUT**  
**2022**  
**BUSINESS ESSENTIALS**  
**EE802D**

TIME ALLOTTED: 3 HOURS

FULL MARKS: 70

**GROUP – A**  
**(Multiple Choice Type Questions)**

Answer any **ten** from the following, choosing the correct alternative of each question: **10×1=10**

		Marks	CO No
(i)	Which is the term used for a person who risks both time and money to start a business a) Narcissist b) Entrepreneur c) Overachiever d) Supervisor	1	CO1
(ii)	In which direction does downward communication flow? a) Lower to upper b) Diagonal c) Horizontal d) upper to lower	1	CO2
(iii)	Select the option which best defines productivity? a) The amount of input you generate given the amount of output b) Revolt c) The process of producing goods d) None of the above	1	CO2
(iv)	Which of the following is not part of the five stages of negotiation?  a) Discussion, Proposals. b) Gather information that helps you c) Exchanging greetings d) All of the above	1	CO1
(v)	The most important goal of business communication is a) Receiver response b) Receiver understanding c) Organizational goodwill d) None of the above	1	CO3

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|--------|---|---|-----|
| (vi)   | Which option best represents communication through touch<br>a) Chronemics<br>b) Proxemics<br>c) Semantics<br>d) Haptics   | 1 | CO4 |
| (vii)  | Which is the first step in problem-solving?<br>a) collect and analyze data<br>b) consider possible solutions<br>c) identify and analyze the problem<br>d) observe, evaluate, and adjust   | 1 | CO2 |
| (viii) | A functional team might include representatives from a company's design, marketing, and financial departments<br>a) TRUE<br>b) FALSE  | 1 | CO3 |
| (ix)   | The handshake that confirms confidence is<br>a) Limp<br>b) Firm<br>c) Loose<br>d) Double  | 1 | CO2 |
| (x)    | What is the first and foremost function of management?<br><br>a) planning<br>b) organizing.<br>c) controlling.<br>d) coordination.  | 1 | CO1 |
| (xi)   | What is the process of establishing a time sequence for work is called?<br>a) objective.<br>b) schedules.<br>c) procedures.<br>d) budgets   | 1 | CO4 |
| (xii)  | Allotment of work to each worker on the basis of the capacity of an average worker functioning in the normal working condition is<br><br>a) social task planning.<br>b) scientific task planning.<br>c) not planning<br>d) scientific organizing. | 1 | CO2 |

**GROUP – B****(Short Answer Type Questions)**

(Answer any three of the following)

**3 x 5 = 15**

		<b>Marks</b>	<b>CO No</b>
2.	(a) Explain effective communication and mention its characteristics?	2	CO1
	(b) What is grapevine communication and elaborate on its types?	1	CO1
	(c) What is formal and non-verbal communication? Elaborate on non-verbal communication.	2	CO1
3.	(a) What is a report? Elaborate on steps/ stages of preparing a good report	2	CO2
	(b) What is the effect of politics on organization?	1	CO2
	(c) Explain the stages of group development?	2	CO2
4.	(a) Write a brief note on Oral communication	3	CO4
	(b) Differentiate between oral and written communication with examples	2	CO4
5.	(a) What are the stages of communication	2	CO3
	(b) When does a conflict of interest occur for an employee	2	CO3
	(c) What are the modes of conflict management	1	CO3
6.	(a) Site an example of conflict management	2	CO4
	(b) Differentiate between effective and successful manager	3	CO4

**GROUP – C****(Long Answer Type Questions)**

(Answer any three of the following)

**3 x 15 = 45**

		<b>Marks</b>	<b>CO No</b>
7.	(a) What are the internal and external factors influencing employee behavior?	5	CO2
	(b) Motivation plays an important role in employee behavior. Explain	5	CO2
	(c) How to encourage engagement at workplace	5	CO2
8.	(a) Why job satisfaction is important for an employee in today's world	6	CO1
	(b) What is job satisfaction and why is it important?	4	CO1
	(c) Explain the importance of business reporting.	5	CO1
9.	(a) Explain the key elements of report?	3	CO3
	(b) Elaborate on the five-stage model of group development	5	CO3
	(c) What is the need of communication? Explain the significance of communication?	7	CO3
10.	(a) Explain the formal and informal communication with examples?	6	CO4
	(b) What is a conflict of interest? What are the strategies to prevent conflicts of interest at work?	6	CO4
	(c) What are business etiquettes? What is the Importance of business etiquette?	3	CO4
11.	How to Define Ethical Behavior & Why It's Important in the Workplace?	15	CO1