

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2023

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 15

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh,

MAX. TIME: 1 Hour

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

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

*(c) The candidate is allowed to make Suitable assumptions wherever required.*

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Q. 1 Understanding the Johari window model improves self-awareness and helps develop your relationship with yourself and others. Comment on the statement considering the business environment. Also, substantiate your answer with the help of the Johari window model diagram.

(5) (CO 1)

Q. 2 (i) According to Social Exchange theory, the employees in organisations view their commitment to work as a repayment of how employers treat them. In light of the above statement, how, as a manager, would you use Social Exchange theory to improve workplace relationships?

(2.5) (CO 1)

(ii) Giving and receiving feedback may be stressful and damaging if not handled appropriately. As a manager, how would you promote a healthy workplace environment where people know how to give and receive constructive feedback?

(2.5) (CO 1)

Q. 3 What role does perception play in the exchange of ideas and the generation of meaning? With the help of suitable examples, describe the role that each step plays in the process of communication.

(5) (CO 1)