

Basavarajeswari Group of Institutions

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

2025 SCHEME

USN

Course Code 1BENG106/206

First / Second Semester B.E. Degree Examinations, July 2026

COMMUNICATION SKILLS

Duration: 2 hrs

Max. Marks: 50

- Note:**
1. Answer ALL questions from PART-I. Each question carries ONE mark.
 2. Answer ALL from PART-II. Each question carries FIVE marks
 3. Answer any FIVE full questions choosing ONE full question from each module in PART-III

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO: PI)</u>
<u>PART- I</u>			
I.	Choose the appropriate option for the following questions.		
1.	The head of Finance department communicates officially to the Sales Manager to enquire the clients' financial report; this is the example of ____ communication. A. Upward B. Downward C. Diagonal D. Horizontal	(3:1:1.2.10)	
2.	Ms. Stany Miranda responses poor because of excessive workload, is the example of ____ noise. A. Semantic B. Mental C. Perceptual D. Physical	(3:1:1.2.10)	
3.	Choose the parts of speech of the underlined word. Smoking is prohibited in the public places. A. Verb B. Noun C. Adjective D. Adverb	(3:2:1.2.10)	
4.	Robin works smartly . A. Verb B. Adjective C. Conjunction D. Adverb	(3:2:1.2.10)	
5.	Choose the correct phonetic transcription for the word "knowledge". A. /'nɒlɪdʒ/ B. /'nɔ:lɪdʒ/ C. /'nəʊlɪdʒ/ D. /'nɒlədʒ/	(3:3:1.2.10)	
6.	The correct phonetic transcription for the word "thought" is A. /θɔ:t/ B. /θɒt/ C. /tɔ:t/ D. /θəʊt/	(3:3:1.2.10)	
7.	Which of the following is the primary focus of elocution in public speaking? A. Using complex vocabulary to impress the audience B. Clear pronunciation, correct articulation, and expressive delivery C. Speaking as quickly as possible to cover more content D. Maintaining a fixed facial expression throughout the speech	(3:4:1.2.10)	
8.	A speaker is delivering a speech but the audience struggles to understand certain words because they are mumbled or slurred. Which aspect of elocution needs improvement in this case? A. Voice modulation B. Pausing and phrasing C. Articulation D. Eye contact	(3:4:1.2.10)	
9.	What does "Call off" means in: They called off the meeting due to the storm!? A. Postpone B. Announce C. Cancel D. Attend	(3:5:1.2.10)	
10.	In "The project fell through due to lack of funds" Fell through means in this sentence: A. Succeeded B. Failed to happen C. was delayed D. was completed	(3:5:1.2.10)	

01 Each

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI- Performance Indicator)

PART-II

II.

Case Study

- | | | | |
|---|--|-----------|----------------------------------|
| 1. | Inappropriate Workplace Behaviour During a Team Meeting | 05 | (3:1-5:1.2.9,
1.2.10) |
| <p>In a mid-sized marketing firm, during a high-stakes project presentation meeting, senior manager Alex interrupted junior team member Sarah multiple times while she was explaining her creative ideas, speaking over her with phrases like "That's not quite right" and "Let me finish this thought for you." Alex maintained poor eye contact, frequently checking his phone and leaning back in his chair with crossed arms, conveying disinterest and defensiveness. Meanwhile, his tone was condescending and loud, accompanied by exaggerated eye-rolling when Sarah referenced data from a recent report. Other team members noticed Sarah becoming visibly uncomfortable, speaking softer, and eventually withdrawing from contributing further. This behaviour not only disrupted the flow of the meeting but also created a tense atmosphere, reducing overall team collaboration and morale.</p> <p>Question: How did Alex's verbal and non-verbal communication negatively impact the team dynamics and Sarah's participation in the meeting?</p> | | | |
| 2. | Semantic Gap and Cultural Clashes in International Business | 05 | (3:1-5:1.2.9,
1.2.10) |
| <p>In 2018, a major American tech company launched a global marketing campaign for its new smartphone in the Middle East. The campaign slogan, translated into Arabic as "Think Different – Break the Rules," was intended to convey innovation and rebellion against convention, a message that resonated strongly in Western markets. However, in several conservative Gulf countries, the phrase "Break the Rules" carried a strong negative connotation, implying disrespect for societal norms, authority, and religious values, which are deeply cherished. Local partners and consumers perceived the slogan as promoting anarchy rather than creativity, leading to widespread criticism on social media, boycott calls, and a sharp drop in pre-orders. The semantic gap—where the literal translation preserved the words but lost the intended positive nuance of "challenging outdated thinking"—combined with a cultural clash over the value placed on conformity versus individualism, forced the company to withdraw the campaign, issue public apologies, and spend millions on rebranding. This incident highlighted how overlooking cultural interpretations of language can turn a strength in one context into a liability in another.</p> <p>Question: How did the semantic gap contribute to the cultural clash in this marketing campaign, and what could the company have done to prevent it?</p> | | | |

PART-C

Module-1

1. Discuss the various aspects of Kinesics. 06 (2:1:1.2.10)
(OR)

2. Discuss the various aspects of paralanguage. 06 (2:1:1.2.10)

Module-2

3. **Apply the grammatical Knowledge and solve the following questions.** 06 (2:2:1.2.10)

- (a) The roti and dal _____tasty. (is/are)
(b) You _____ listen to your parents. (Must/ought to)
(c) I am doing well, _____? (Tag a question)
(d) Children like games, _____? (Tag a question)
(e) Let's play the game. (Re-write this sentence into an interrogative sentence)
(f) She studies hard; _____ she failed. (however, /therefore)

(OR)

4. **Change the sentence from active to passive and fill in the blanks with suitable articles.** 06 (2:2:1.2.10)

- (a) Let the door be closed. (Transform from Passive voice to Active form)
(b) Hima sold the books to feed her family. (Active voice to Passive Voice)
(c) Randhav gave us a cheque. (use direct object and transform Active to passive)
(d) I saw an old man, and _____ old man was sleeping near bus-stand. (A/An/The)
(e) Ram and Laxman are _____ (A/An/The/X) twins.
(f) Cow is grazing on _____field. (A/An/The)

Module-3

5. **Use the word stress and write the given words.** 06 (3:3:1.2.10)

- (a) Phonology (b) Matchbox (c) Dictionary
(e) Dignity (f) Rejection (g) Certainty

(OR)

6. **Classify the words according to the rules of syllabic structure.** 06 (3:3:1.2.10)

- (a) Accent (b) Implement (c) Aeronautics,
(d) Clinch (e) Depot (f) Computer

Module-4

7. Write a complaint letter to Municipal Commissioner addressing issues at your ward and request to add 5 speed breakers to your road and narrate the problem. 06 (1:4:1.2.9 & 1.2.10)

(OR)

8. Write a cover letter and resume mention 12 years of experience in 4 different companies. 06 (1:4:1.2.9 & 1.2.10)

Module-5

9. Use the given hints and develop a paragraph in about 100 words on **06 (3:5:1.2.10)**
‘Water Conservation’:
- a) Limited freshwater supply
 - b) Essential for life
 - c) Prevents wastage
 - d) Rainwater harvesting
 - e) Reuse and recycle water
 - f) Protects future generations

(OR)

10. Use the following idioms with their figurative meanings and **06 (3:5:1.2.10)**
construct sentences related to a corporate or office environment:
- a) Get the ball rolling
 - b) Think outside the box
 - c) On the same page
 - d) Back to the drawing board
 - e) Hit the ground running
 - f) Climb the corporate ladder

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