

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****I MBA I Semester Regular & Supplementary Examinations, February, 2025****BUSINESS COMMUNICATION  
(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hrs****Max. Marks: 60**

**Answer any Five questions**  
**All questions carry EQUAL marks**  
**Question No. 8 is Compulsory**

1. Discuss the importance of communication in personal and professional life. Explain how effective communication can contribute to the success of an organization. 12M
2. Describe the various types and channels of internal communication in an organization. How does internal communication contribute to employee engagement and organizational success? 12M
3. What is the significance of goal setting in time management? How can setting SMART goals help individuals improve their productivity and manage their time effectively? 12M
4. Highlight the key principles of effective presentation skills. How can a presenter use verbal and non-verbal communication to engage their audience? 12M
5. Discuss the significance of group discussions in the selection process for jobs or academic programs. What are the key factors that influence success in a group discussion? 12M
6. Discuss the importance of a well-crafted cover letter and resume. How can they influence an employer's perception of a candidate in the hiring process? 12M
7. Describe the process of communication. How do the sender, message, medium, receiver, and feedback work together to ensure effective communication? 12M
8. **CASE STUDY:** 12M

Swipe Ltd., a medium-sized software development company, has been facing persistent issues with internal communication. The development team often receives unclear instructions from the management, leading to confusion and missed deadlines. Recently, a product was launched with several defects, which could have been avoided with clearer communication. Employees from the marketing and development teams frequently report misalignment in expectations, leading to frustration and low morale. The company's communication tools, including emails and messaging apps, are not being utilized effectively, and many employees feel that they are not being heard or understood.

**Questions:**

- i. What are the key communication barriers in this organization?
- ii. How can Swipe Ltd. improve internal communication between the teams to avoid misunderstandings and ensure clearer project instructions?
- iii. What role can technology play in enhancing communication at Swipe Ltd.?

**Time: 3 Hours****Max Marks: 70**

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the Question must be answered at one place

**UNIT-I**

1. a) Distinguish among following terminologies i) Multiprogramming systems ii) Multitasking Systems iii) Multiprocessor systems. 7M
- b) Bring out the requirements of i) Real time operating systems (ii) Distributed operating systems 7M

**(OR)**

2. a) With a neat sketch, explain the process state diagram. 7M
- b) With a neat diagram, explain the states of a process with a transition diagram and Process Control Block(PCB). 7M

**UNIT-II**

3. a) What is a thread? Discuss about thread scheduling 7M
- b) Discuss the following: FCFS & SJF CPU scheduling algorithms in detail. 7M

**(OR)**

4. a) Calculate average waiting and turnaround times by drawing the Gantt chart using FCFS and RR (q=2ms). 7M

Processes	Arrival Time	Burst Time
P1	0	9
P2	1	4
P3	2	9
P4	3	5

- b) What is semaphore? Explain its implementation as wait and signal for providing process synchronization? 7M

**UNIT-III**

5. a) Explain the paging memory management technique in detail. 7M
- b) What is fragmentation? Explain internal and external fragmentation in detail. 7M

**(OR)**

6. a) What is virtual memory and give its advantages 7M
- b) Describe the LRU page replacement algorithm, assuming there are 3 frames and the page reference string is 7 0 1 2 0 3 0 4 2 3 0 3 2 1 2 0 1 7 0 1 Find the number of page faults. 7M

**UNIT-IV**

7. a) Differentiate between protection and security in file system. How they are implemented? 7M
- b) Name the different file allocation methods. Explain the linked allocation of file implementation with merits and demerits. 7M

**(OR)**

8. a) What is a file? What are its attributes? Explain file operations. 7M
- b) Discuss various directory structures with neat diagrams. 7M

**UNIT-V**

9. a) Discuss the necessary conditions that cause deadlock situation to occur. 7M
- b) How does deadlock avoidance differ from deadlock prevention? Write about deadlock avoidance algorithm in detail. 7M

**(OR)**

10. a) Explain Magnetic Disks structure in detail. 7M
- b) Given the following sequences 95,180,34,119,11,123,62,64 with the track 50 and ending track 199. What is the total disk travelled by the disk arm using FCFS, SSTF, SCAN algorithm. 7M