

S.D.E.

M.B.A. (Gen.) / M.B.A.(HR) Sem-I (CBCS - 2018 Course) : SUMMER 2019

SUBJECT: BUSINESS COMMUNICATION (COMMON FOR MBA GEN & HR)

Day: Tuesday
Time: 14/05/2019

S-2019-4993

Date: 10.00 AM TO 1.00 PM
Max. Marks: 70

N.B:

- 1) Attempt **Any Four** Questions from Section I
- 2) Attempt **Any Two** Questions from Section II.
- 3) Answers to both the sections to be written in **SAME** answer sheets.
- 4) Figures to the right indicate full marks

SECTION I

- Q1** Explain, compare and contrast the various channels of communication citing their merits and de-merits. **(10)**
- Q2** Describe the various networks for flow of communication in Organizations. **(10)**
- Q3** Write a detailed note on 'Technology enabled communication' explaining the pros and cons of different forms of technology used in communication. **(10)**
- Q4** A) State the principles of effective written communication. **(10)**
B) Explain the parts of a Business letter.
- Q5** Discuss the various barriers to effective communication and measures to overcome them. **(10)**
- Q6** Write Short notes (**ANY TWO**) **(10)**
i) Strategies for effective 'team communication'.
ii) Effective notes taking -techniques.
iii) Format of a Business report

SECTION - II

- Q7** Describe in detail various aspects (factors) to be considered for effective Presentation. **(15)**
Write the contents of a 5 slides presentation on the topic 'Importance of body language in communication'.
- Q8** A Customer has written to your bank that his cheque was dishonored though the records show sufficient balance. Draft the bank's reply citing the reasons why the cheque had to be dishonored. **(15)**
- Q9** On the tenth anniversary of your firm, you wish to gift dry fruit boxes to your staff. Place an order for 150 boxes with a wholesale supplier mentioning your requirements and ask him to gift wrap each box at no extra cost. **(15)**
