

**S.D.E.**  
**M.B.A. (E) SEM-I (2 Year Course) : SUMMER - 2019**  
**SUBJECT: BUSINESS COMMUNICATION**

Day: Saturday  
Date: 04/05/2019

**S-2019-5196**

Time: 10.00 AM TO 1.00 PM  
Max Marks. 70

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**N.B.**

- 1) Attempt any **FOUR** questions from Section –I and attempt any **TWO** questions from Section – II .
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both sections should be written in **SAME** answer sheets.
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**SECTION - I**

- Q.1** What do you understand by communication? Explain in detail various methods of communication. (10)
- Q.2** What are the processes involved in listening? Explain the importance of listening. (10)
- Q.3** Enumerate with appropriate examples the steps involved in preparing an effective presentation. (10)
- Q.4** Define a group. What are the ingredients necessary for a successful group discussion? (10)
- Q.5** What principles one needs to uphold in effective writing? (10)
- Q.6** Write short notes on any **TWO** of the following (10)
- a) Notices
  - b) Proposal
  - c) Body Language

**SECTION - II**

- Q.7** As a Marketing head of a company write a business letter to various business outlets to promote your new products. (15)
- Q.8** Prepare a detailed C.V. of yourself seeking for a job in a marketing company. (15)
- Q.9** Draft a research report to be presented to the university. (15)