

S.D.E.

M.B.A. (Executive) SEM-I (CBCS - 2018 Course) : SUMMER - 2019

SUBJECT : CORPORATE COMMUNICATION

Day : Tuesday
Date : 14/05/2019

S-2019-5003

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

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answers to both the section should be written in **SAME** answer book.
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SECTION – I

- Q.1** Elaborate the process of communication. (10)
- Q.2** Enlist the various types of communication that exist in an organisation. (10)
- Q.3** Explain the merits of using technology in business communication. (10)
- Q.4** Define Curriculum Vitae. Which format of Curriculum Vitae is suitable for a fresh graduate and why? (10)
- Q.5** Briefly explain the various exercises for improving oral communication. (10)
- Q.6** Write short notes on **ANY TWO** of the following. (10)
- i) Barriers to communication
 - ii) Preparing for business meeting
 - iii) Strategies to improve reading skills

SECTION – II

- Q.7** What is the role of a leader in a meeting? What are the effective ways of controlling over-enthusiastic participants in a meeting? (15)
- Q.8** Enlist the components of a good advertisement. Prepare an advertisement and slogan for consumer durable of your choice. (15)
- Q.9** Draft a memo to an employee for his unsatisfactory work performance. (Assume necessary details) (15)

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