

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE VII: MEDIA BUSINESS COMMUNICATION
(Media & Entertainment)

Day : Wednesday
Date : 22/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5074

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 sections should be written in **SAME** answer book.

SECTION – I

- Q.1** Write a detailed note on types of communication giving suitable examples. **(10)**
- Q.2** What is meant by Intra organizational communication? What are the objectives of such communications. **(10)**
- Q.3** What are the fundamentals of effective communication? Discuss the need for internal and external communication in the light of current market scenario. **(10)**
- Q.4** What are the essentials of a good corporate presentation? **(10)**
- Q.5** Write short notes on any **TWO**: **(10)**
- a) Cross cultural communication
 - b) Art of effective communication
 - c) Non-verbal communication
 - d) Time management

SECTION - II

- Q.6** Draft a memo asking for an explanation from your assistant production supervisor for remaining absent for a week. **(15)**
- Q.7** Explain the key points for writing an effective Business Letter to your company's supplier. **(15)**
- Q.8** Design a questionnaire to get customer satisfaction feedback from the services provided by a Tours and Travels Company at your place. **(15)**

* * *