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**M.B.A. SEM-I / M.B.A.(HR) SEM-I (2016 COURSE) CBCS :**

**SUMMER - 2018**

**SUBJECT: BUSINESS COMMUNICATION**

Day : **Thursday**  
Date : **03/05/2018**

Time : **10.00 AM TO 01.00 PM**  
Max Marks : 60

**S-2018-1808**

**N.B.:**

- 1) Attempt any **THREE** questions from section-I and any **TWO** questions from section-II.
- 2) Answer to both the sections should be written in the **SEPARATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Discuss the importance of communication in business. State the essentials of effective communication. (10)
- Q.2** Explain in detail the various networks of flow of communication in organizations. (10)
- Q.3** Describe with examples the strategies to be adopted by managers to communicate different types of messages. (10)
- Q.4** What are the various barriers to listening? How can we make our listening more effective? (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Format of a business report
  - b) Parts of a business letter
  - c) Netiquettes

**SECTION-II**

- Q.6** Your institute has recently organized a Seminar on 'Digital Marketing'. Prepare a detailed Report of the Seminar. Make necessary assumptions. (15)
- Q.7** You are asked to call a meeting of the Finance Department to finalize the budget for the new financial year. Prepare a notice of the said meeting with the agenda followed by minutes of the meeting. (15)
- Q.8** Has technology enabled communication to become more effective? Explain, giving examples of different forms of technology. (15)

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