

**S.D.E.**

**M.B.A. (E) SEM-I (2 YEAR COURSE) : SUMMER - 2018**

**SUBJECT: BUSINESS COMMUNICATION**

Day: **Wednesday**  
Date: **30/05/2018**

**S-2018-4559**

Time: **10.00 A.M. TO 01.00 P.M.**  
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 sections should be written in the **SEPARATE** answer books

**SECTION-I**

- Q.1** What are the barriers to effective listening? How one can overcome them? **(10)**  
Give examples.
- Q.2** What is a notice? Explain the parts of a notice. Draft a notice on 'Annual General Meeting of members of the Janpada Managers Association'. **(10)**
- Q.3** Explain the various types of Group Discussion and mention the ingredients for success in Group Discussion. **(10)**
- Q.4** Define proposal and describe the contents of a proposal. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Memorandum
  - b) Requirements for Case Analysis
  - c) Merits and Demerits of Information Technology
  - d) Common grammatical errors

**SECTION-II**

- Q.6** As a presenter, list the main forms of visual presentation and describe each one. **(15)**
- Q.7** Using the 'Guidelines for writing a Proposal', prepare a technical proposal for a project of your choice. **(15)**
- Q.8** There is an advertisement in the paper which reads :- **(15)**  
"Wanted Software engineer, below the age of 30 years. Applicant should be smart and possess a degree qualification of Bachelor in Engineering. Freshers can apply. Kindly send your application along with CV to Human Resource Manager Satram Computers Ltd. Banner, Pune".  
As an applicant draft the following:  
i) Covering letter ii) Curriculum vitae