

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – VII: MEDIA BUSINESS COMMUNICATION
(MEDIA & ENTERTAINMENT)

Day: **Tuesday**
Date: **26/06/2018**

S-2018-4437

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

N.B.

- 1) Attempt any **THREE** questions from Section – **I** & any **TWO** questions from Section – **II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION - I

- Q.1** Explain what is international communication and cross – cultural communication. (14)
- Q.2** Explain art of effective communication by giving suitable examples. (14)
- Q.3** Enumerate the objectives of intra – organizational communication. (14)
- Q.4** Why there is a need for communication? Explain with examples. (14)
- Q.5** Write short notes on any **TWO** of the following (14)
- a) Types of communication
 - b) E – mails
 - c) Newsletters
 - d) Time management

SECTION - II

- Q.6** Draft a letter to be written by the Chief Executive Officer to the Manager for improving his supervision to increase the production and its quality. (14)
- Q.7** Write a business letter to your supplier to urgently supply the necessary spare parts required by your company to make the finished products to meet increased demand. (14)
- Q.8** Explain giving examples what do you understand by importance of universal appeal of non – verbal communication. What is body language postures & gestures? (14)

* * *