

S.D.E.
M.B.A (Gen) (HR) Sem-I (CBCS - 2018 Course) : WINTER - 2018
SUBJECT: BUSINESS COMMUNICATION

Day: Friday
Date: 07/12/2018

W-2018-4540

Time: 10.00 AM TO 1.00 PM
Max Marks. 70

N.B.

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

- Q.1** Define the term 'Communication' and explain its significance in present-day interactions. (10)
- Q.2** List down the critical areas to be borne in mind during inter – cultural communication, in a corporate team. (10)
- Q.3** 'Intra – organizational communication is more complex and multi-faceted than inter-organizational communication' Comment. (10)
- Q.4** Explain the strategies to be followed by managers for communicating different types of messages. (10)
- Q.5** State the do's and don'ts of effective group presentations. (10)
- Q.6** Write short notes on the following (any TWO) (10)
- a) Intra – personal communication
 - b) Format of a business report
 - c) Effective listening

SECTION - II

- Q.7** Draft a reply in response to the following advertisement: "Wanted trained, experienced English teachers (Female) for a CBSE Board affiliated English medium school. Structure your job application as well as CV to suit the requirement. Make necessary assumptions. (15)
- Q.8** On the Silver Jubilee celebration of your firm, you wish to gift 'desk-organizers' to your office staff. Write a letter of enquiry to 'Solomon Gift Shoppee', mentioning your requirement and requesting him to gift-wrap the same at no extra cost. (15)
- Q.9** You had ordered some goods to be delivered at a specific date. The goods did not arrive in time and are of no use to you now. Write a letter to the supplier cancelling the order. Make suitable assumptions. (15)

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