

S.D.E.
M.B.A. (E) SEM-I (2 Year Course) : WINTER - 2018
SUBJECT: BUSINESS COMMUNICATION

Day : Thursday
Date : 29/11/2018

W-2018-4735

Time : 10.00 AM TO 1.00 PM
Max.Marks : 70

N.B.

- 1) Attempt **Any FOUR** from **Section -I** and **Any TWO** from **Section-II**.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** What do you understand by communication? Explain the importance of internal and external communication in an organisation. (10)
- Q.2** Explain advantages of Internet and E-communication over written communication. (10)
- Q.3** Explain the purpose of business presentation. What kind of preparation will be necessary for effective presentation? (10)
- Q.4** Explain how to conduct a business meeting in an organisation? What should be the main components of agenda of a meeting? (10)
- Q.5** "Regular reading improves one's vocabulary and knowledge" - Comment (10)
- Q.6** Write short notes **ANY TWO** of the following: (10)
- a) Poor listening habits
 - b) Body language
 - c) Notes taking

SECTION-II

- Q.7** What is a proposal? Explain different types of proposals and their formats. (15)
- Q.8** Present a format of curriculum vitae to accompany the application for job on behalf of a candidate. (15)
His/Her profile is: Degree holder mechanical engineer with 5 years of relevant experience, coming from a small town, now drawing Rs.20,000/-per month
- Q.9** You have been elected as a secretary by the members of a Cooperative Housing Society. The society has a huge ground and many trees. Draft an appeal to all the 100 members of your bungalow society requesting their co operation in implementing new schemes e.g. Rain-water harvesting, volunteering for development of children play ground, tree plantations. Further invite more suggestions from the members. (15)

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