

S.D.E.
M.B.A. (Executive) SEM-I (CBCS - 2018 Course) : WINTER - 2018
SUBJECT : CORPORATE COMMUNICATION

Day : Friday
Date : 07/12/2018

W-2018-4733

Time : 10.00 AM TO 1.00 PM
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 section should be written in **SEPARATE** answer book.
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SECTION – I

- Q.1** Explain the process of communication through a diagram depicting the essential components of the process. (10)
- Q.2** Distinguish between informal and formal communication, supporting examples. (10)
- Q.3** Elaborate on the factors you need to consider at the planning stage of business writing. (10)
- Q.4** Bring out five 'dos' for sending your resume through e-mail. (10)
- Q.5** Explain the different modes of technology for communication. (10)
- Q.6** Write short notes on **ANY TWO** of the following. (10)
- i) Non-verbal communication
 - ii) Preparing press note
 - iii) Effective power-point presentation

SECTION – II

- Q.7** You have to hold a welfare-committee meeting. Draft the resolutions adopted at the meeting. (Assume necessary details) (15)
- Q.8** Identify various communication barriers those are likely to occur in inter-cultural communication. (15)
- Q.9** Prepare a proposal that NGO sends to a private company requesting funding for running a health awareness programme in the nearby villages. (15)

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