

M.B.A. SEM-I / M.B.A.(HR) SEM-I (2016 COURSE) CBCS :

WINTER - 2017

SUBJECT : BUSINESS COMMUNICATION

Day : **Friday**
Date : **17/11/2017**

10.00 AM TO 01.00 PM
Time :
Max. Marks : 60

W-2017-1711

N. B. :

- 1) Attempt **ANY THREE** questions from Section – **I** and **ANY TWO** 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.
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SECTION - I

- Q. 1** Discuss various channels of communication with their effectiveness and limitations. **(10)**
- Q. 2** Explain with appropriate examples the different types of organizational communication. **(10)**
- Q. 3** Illustrate with examples the role of technology in various forms of communication. **(10)**
- Q. 4** Discuss the techniques of effective public speaking. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) E – mail etiquette
 - b) Minutes of meeting
 - c) Letter of resignation

SECTION - II

- Q. 6** What are the different types of reports? Write in detail the format of a business report. **(15)**
- Q. 7** ‘Body language plays a fundamental role in effective communication’. Analyze the above statement with corresponding examples. **(15)**
- Q. 8** Justify that ‘Patient listening is crucial for the success of any communication’. **(15)**

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