

**M.B.A. (GEN.) (2012 COURSE) / M.B.A. (HR) (2012 COURSE) / M.B.A. (IT)  
(2012 COURSE) M.B.A. (FM) SEMESTER - 1 (2013 COURSE)(CHOICE  
BASED CREDIT SYSTEM) : WINTER - 2017  
SUBJECT: COMMUNICATION SKILLS**

Day : **Wednesday**  
Date : **15/11/2017**

**W-2017-1747**

Time : **10.00 AM TO 01.00 PM**  
Max Marks : 100

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**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 the sections should be written in the **SEPARATE** answer book.
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**SECTION-I**

- Q.1** “The surge of information technology has changed the dynamics of communication, today”. Comment, highlighting the various types of communication and their barriers, if any. **(15)**
- Q.2** Explain the importance of listening as well as speaking skills in making communication effective. Give proper illustrations. **(15)**
- Q.3** Discuss the impact of social media on communication, with suitable examples. **(15)**
- Q.4** Enlist and elaborate upon any ‘ten tips’ for making effective presentations. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Group Discussions
  - b) Negotiation Skills
  - c) Body Language
  - d) Newsletters

**SECTION-II**

- Q.6** Prepare a detailed “Agenda” as well as “Minutes” of a meeting in your capacity as a Manager. Make suitable assumptions. **(20)**
- Q.7** Your company is planning the launch of a new series of smart phones. Prepare a detailed “Invitation” as well as “Brochure” for the event, making suitable assumptions. **(20)**
- Q.8** As a management executive you were deputed to conduct a site-survey for setting up a new showroom for your company, dealing in two –wheelers. Prepare a detailed report on the same. **(20)**