

S.D.E.

M.B.A. (E) SEM-I (2 YEAR COURSE) : WINTER - 2017
SUBJECT: BUSINESS COMMUNICATION

Day: Wednesday
Date: 13/12/2017

Time: 10.00 A.M. TO 01.00 P.M.
Max. Marks: 70

W-2017-4368

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) Answer to both the SECTION should be written in SEPARATE answer books.

SECTION-I

- Q.1** Define communication. Discuss the characteristics and benefits of effective communication. (10)
- Q.2** What do you mean by business presentation? Discuss the steps for preparing effective presentation. (10)
- Q.3** Explain the different types of Group Discussion and describe the ingredients for success in Group Discussion. (10)
- Q.4** Enlist and enumerate different forms of official correspondence. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Contents of proposal
 - b) Tips for improving reading skills
 - c) Components of research report
 - d) Advantages and disadvantages of Information Technology.

SECTION-II

- Q.6** Explain the role and importance of internal and external communication giving relevant examples. (15)
- Q.7** “As listening skills play an important role in communication”. Discuss the various stages of listening process and differentiate between bad listener and good listener. Write examples. (15)
- Q.8** As a manager of the human resource department, you are ordered to call for a meeting to conduct “Welfare Activities Meeting” for your employees in your organization. Draft a notice and minutes of the meeting. (15)

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