

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – VII: MEDIA BUSINESS COMMUNICATION
(MEDIA & ENTERTAINMENT)

Day: **Friday**
Date: **29/12/2017**

W-2017-4246

Time: **02.00 PM TO 05.00 PM**
Max Marks. 70

N.B.

- 1) Attempt any **THREE** questions from Section – I & any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer books.
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SECTION - I

- Q.1** What is meant by Intra organizational communication? What are its objectives? Explain. (14)
- Q.2** Write a detailed note on cross culture communication. (14)
- Q.3** a) What are the different types of communication? (07)
b) Discuss the need & importance of communication in the current business scenario. (07)
- Q.4** What are the essentials of a good corporate presentation? Explain with suitable examples. (14)
- Q.5** Write short notes on any **TWO** of the following (14)
- a) Corporate body language
 - b) Effective writing skills
 - c) Time management
 - d) The art of effective communication

SECTION - II

- Q.6** Write a letter to your supplier informing him about wrong delivery of goods & requesting to replace the same as per the order placed. Make your assumptions clear. (14)
- Q.7** As a representative of the Management, draft a circular inviting suggestions from the employees for improving the productivity of the company. (14)
- Q.8** Explain, how inability to communicate clearly & effectively can jeopardize your business interests. (14)