

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2020 COURSE)
M.B.A. (E) SEM - I : WINTER :- 2021
SUBJECT: BUSINESS COMMUNICATION

Day : Monday
Date 14-02-2022

W-23304-2021

Time : 10:00 AM-12:00 PM
Max. Marks: 50

N.B.

- 1) Attempt any **THREE** questions from Section – I. Attempt any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Solve both the sections in the **SAME** answer sheet.

SECTION – I

- Q.1** What are the various barriers to communication? Discuss measures to overcome these barriers. (10)
- Q.2** Describe the different networks of flow of communication in organizations with suitable diagrams. (10)
- Q.3** Write a detailed note on ‘Organizational communication’ i.e. Internal Communication within the organization. (10)
- Q.4** Discuss the role of Reading Skills for effective Business Communication. (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Qualities of a skillful presenter
 - b) Role of Technology in Communication
 - c) Cross cultural communication

SECTION – II

- Q.6** Discuss with illustrations the importance of Telephone Etiquette and Netiquette in today’s technology driven digital world. (10)
- Q.7** You are applying for the position of ‘Sales Representative’ in ‘ABC Pharmaceuticals’, draft a suitable Resume and Covering Letter. (10)
- Q.8** As an alumnus, you are invited as a Chief Guest for the Republic Day celebration in your school. Draft a suitable speech giving the message of patriotism to the students. (10)

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