

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

Day : Tuesday
Date 8/2/2022

W-8059-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

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) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is Listening? What efforts must be taken to improve the listening skills? (10)
- Q.2** Explain the meaning of a group discussion. What factors are evaluated in a group discussion? (10)
- Q.3** Describe the process of conducting a business meeting with suitable example. (10)
- Q.4** What do you understand by Research Report? Explain the components of a Research Report. (10)
- Q.5** Briefly describe the layout and contents of a business proposal. (10)
- Q.6** Write short notes on **ANY TWO** of the following:
- a) Classification of Communication
 - b) Appearance and Body Language
 - c) Notices

SECTION-II

- Q.7** Prepare a Curriculum Vitae and an application letter for:
A requirement of a young, dynamic and result oriented marketing personnel (Boys and Girls) for a reputed computer software company. The successful candidates will get attractive compensation and other allowances. Write to Skills Consultants Pvt. Ltd., 8/A, Tall Tower, Nariman Point, Mumbai-400021. (15)
- Q.8** “Communication is a life-line of an organization” – Comment. (15)
- Q.9** What are the individual approaches to reading faster? List out guidelines for effective reading. (15)

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