

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**

**M.B.A Sem-I : WINTER : 2021**

**SUBJECT: BUSINESS COMMUNICATION**

**Day : Thursday**  
**Date : 27-01-2022**

**W-22773-2021**

**Time : 02:00 PM-04:00 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** Explain the process of communication and discuss the importance of effective communication at work place. **(10)**
- Q.2** Write a detailed note on ‘Techniques for Effective Presentation.’ **(10)**
- Q.3** Discuss the various networks of flow of communication in Organizations with appropriate diagrams. **(10)**
- Q.4** Enlist the various barriers to listening and the measures to overcome those barriers. **(10)**
- Q.5** Write short notes on **ANY TWO:** **(10)**
- a) SQ3R Technique of Reading
  - b) Inter-cultural communication
  - c) Netiquette

**SECTION – II**

- Q.6** Explain the key differences between a ‘Circular’ and a ‘Notice’. Support your answer by drafting a sample Circular and Notice. **(10)**
- Q.7** Your college had organized a National Seminar on ‘Online Learning – Pros and Cons’. As a member of the core team, prepare a formal report of the seminar to be published in the Institute’s Newsletter. **(10)**
- Q.8** Explain the key points to remember while: **(10)**
- i) Participating in Group Discussion
  - ii) Appearing for Job Interview

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