

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-I :SUMMER- 2022
SUBJECT : BUSINESS COMMUNICATION

Day : Saturday
Date : 4/6/2022

S-22773-2022

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.
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SECTION – I

- Q.1** Discuss the various channels of communication with their effectiveness and limitations. **(10)**
- Q.2** Explain the term 'Feedback'. Why is it essential for Managers to take feedback from time to time? **(10)**
- Q.3** Write a detailed note on 'Techniques for Effective Presentation.' **(10)**
- Q.4** Enlist the various barriers to listening. Add a note on 'Strategies for Effective Listening'. **(10)**
- Q.5** Write short notes on **ANY TWO:** **(10)**
- a) Process of communication
 - b) Role of technology in communication
 - c) SQ3R technique of reading

SECTION – II

- Q.6** You are required to call a meeting of the Finance Department to finalize budget allocation for the next financial year. Prepare a NOTICE for the meeting along with the AGENDA. **(10)**
- Q.7** Differentiate between positive and negative messages. Support your answer by drafting short messages for both the types. **(10)**
- Q.8** Explain the key points to prepare before: **(10)**
- i) Participating in Group Discussion
 - ii) Appearing for Job Interview

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