

ADDITIONAL EXAM FOR SPORT STUDENTS
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER- 2022
SUBJECT : BUSINESS COMMUNICATION

Day : Saturday

Time : 10:00 AM-01:00 PM

Date : 14-01-2023

W-25912-2022

Max. Marks : 50

N.B.

- 1) Attempt **ANY FOUR** 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 the **SAME** answer book.
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SECTION – I

- Q.1** Explain the communication process. What are the barriers to communication? (15)
- Q.2** What are the advantages of non-verbal communication? (15)
- Q.3** What are the various types of feedback? (15)
- Q.4** What is the role of technology in business communication? (15)
- Q.5** Explain the guidelines for cross-cultural communication. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Individual and group presentations
 - b) Qualities of a skillful presenter
 - c) Telephone etiquettes
 - d) SQ3R technique of reading
 - e) Principles of Business Writing

SECTION – II

- Q.7** What is meant by presentation? What is the role of audio-visual aids in presentation? (20)
- Q.8** Explain in detail how would you draft your curriculum vitae (CV). Also write an application for the job of Editor in Times of India. (20)
- Q.9**
- a) Write an enquiry letter to M/s Amrut furniture regarding office furniture. (10)
 - b) Write a Job Acceptance letter with reference to the appointment letter for the post of an Accountant. (10)
