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MBA
(SEM I) THEORY EXAMINATION 2024-25
BUSINESS COMMUNICATION

TIME: 3 HRS**M.MARKS: 70**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 07 = 14

Q no.	Question	CO	Level
a.	Explain the primary purposes of communication in a business environment?	1	K2
b.	Define oral communication.	2	K1
c.	Explain nonverbal communication.	2	K2
d.	Summarize business letter.	3	K2
e.	Explain presentation skill.	3	K2
f.	Explain email.	4	K2
g.	How does the timing and venue of a meeting impact its effectiveness?	5	K1

SECTION B

2. Attempt any three of the following: 7 x 3 = 21

a.	Identify the role of communication in an organization, and describe why it is considered a critical component of business operations.	1	K3
b.	What is effective listening, and why is it crucial for successful oral communication?	2	K1
c.	What is a report, and what are its primary purposes and objectives?	3	K1
d.	Explain the use of SMS, teleconferencing, and video conferencing in business communication.	4	K5
e.	Examine business etiquette, and its importance in professional environment.	5	K4

SECTION C

3. Attempt any one part of the following: 07 x 1 = 07

a.	Identify the key steps involved in the communication process, and how do these steps contribute to the effectiveness of communication.	1	K3
b.	Discuss the common barriers to effective communication, and how can they be overcome.	1	K6

4. Attempt any one part of the following: 07 x 1 = 07

a.	How can writers ensure that their documents are coherent and logically structured?	2	K1
b.	Discuss the various purposes of writing, such as informing, persuading, and entertaining, and provide examples of each.	2	K6

5. Attempt any one part of the following: 07 x 1 = 07

a.	How can presenters ensure that their presentations are engaging and effective?	3	K1
b.	Identify the process of report writing. What are the key steps involved in preparing a comprehensive and effective report?	3	K3



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6. Attempt any one part of the following: 07 x 1 = 07

a.	Discuss the key features and benefits of an intranet, and provide examples of how it can be used to improve communication and collaboration among employees.	4	K6
b.	Identify different types of interviews, such as behavioral, technical, and panel interviews, and provide tips for preparing and performing well in each type.	4	K3

7. Attempt any one part of the following: 07 x 1 = 07

a.	Assess the key objectives of a conference, and how should it be planned and executed.	5	K5
b.	Discuss how individuals and organizations can ensure that they are respectful and inclusive in their interactions with people from diverse cultural backgrounds.	5	K6

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