



Printed Pages : 2

MBA-118

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7028

Roll No.

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M.B.A.

(SEM. I) EXAMINATION, 2007-08

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (i) *Attempt all questions.*
 - (ii) *The figures on the **right** indicate marks.*

1 Answer any **four** of the following in about **250** **5×4**
words each :

- (a) Identify the important factor which should be considered while choosing the means of communication.
- (b) Specify clearly the important rules of good writing.
- (c) Write a model letter intimating the candidate that he has been selected for the post of management trainee.
- (d) Distinguish between formal and informal reports.
- (e) What are the important characteristics of a good business report ?
- (f) Enumerate clearly the important guidelines for writing a summary.

2 What are the different stages in the communication **20**
cycle? Identify also the important barriers to
communication and give your suggestions for removing
these barriers.

OR



2 Bring out precisely the basic structure of a business report. Also elucidate the precautions to be taken while preparing and writing a business report. 20

3 (a) Examine the role of body language in interpersonal communication. 10

(b) What are the different uses of a thesaurus? How can the thesaurus be used for making the writing more stylish and impressive? 10

OR

3 (a) Prepare a curriculum-vitae which you intend to submit along with your application for the post of 'management-trainee'. 10

(b) Prepare a notice intimating the members of the General Body that the meeting of the General Body will be held on a specific date, time and place to consider some important issues. 10

4 (a) What is persuasive communication? What are its important principles? 10

(b) What are the common types of persuasive requests? Explain them in brief. 10

OR

4 (a) Describe the role of information technology in making the communication more effective. 10

(b) What are comprehensions and what are its guiding principles? 10

5 Write notes on any **two** of the following : 10+10

(a) Acceptance letter of a job offer

(b) Job description

(c) Reformulating and summarising

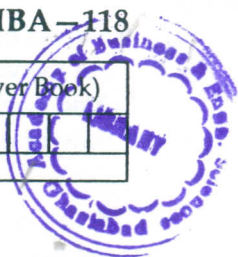
(d) Inviting tender bid.

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MBA

FIRST SEMESTER EXAMINATION, 2006-07

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours

Total Marks : 100

- Note :**
- (i) Attempt **ALL** questions.
 - (ii) All questions carry equal marks.
 - (iii) Be precise in your answer.

1. Attempt **any four** parts of the following in about 200 words each : (5x4=20)
- (a) Importance and role of communication in modern business organisations.
 - (b) Explain the role of body language in interpersonal communication.
 - (c) Enumerate the guiding principles of effective letter writing.
 - (d) Define the 'verbal' and 'nonverbal' communication and draw a line of difference between the two.
 - (e) Enlist the factors to be emphasised upon while preparing for an interview.
 - (f) What are the guiding factors of an effective comprehension ?

2. Sketch out the process of communication and point out the various barriers to the effective communication. Also suggest the ways and means to ensure the free flow of communication from both ways. [20]

OR

Bring out clearly the basic structure of a business report. Enlist also the factors to be taken into consideration while preparing and writing a business report. [20]

3. (a) Clarify the role and position of electronic communication in the communication system of an organisation. [10]
- (b) What are social letters ? Draft a letter congratulating your friends on getting a dream job in a multinational corporation. [10]

OR

- (a) State and explain the guiding principles of good precis writing. [10]
- (b) Draft a model letter to your boss tendering your resignation with the mention of the reasons for resignation. [10]

4. (a) Clearly elaborate the role and importance of thesaurus in making the writing stylish and powerful. [10]
- (b) What are the essential characteristics of a good research report ? [10]

OR

You, as a marketing manager has been entrusted with the task of conducting and preparing a market research to know the market potential of a new product which your company is intending to launch in the market in near future. Prepare a draft report. [20]

Write notes on *any two* of the following : (10x2=

- (a) Points to be remembered while conducting a meeting
- (b) Good Summary writing techniques
- (c) Process of inviting tenders for a job
- (d) Guiding principles of persuasive Communication.

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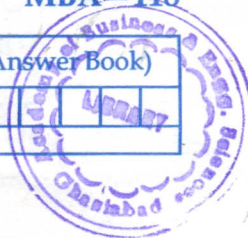
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MBA

FIRST SEMESTER EXAMINATION, 2005-2006

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Answer ALL questions.

(ii) The figures in the right hand margin indicate marks.

(iii) Be precise in your answer.

1. Attempt *any four* of the following in about 250 words each : (5x4=20)

- Bring out the important barriers to the free and smooth flow of communication.
- Highlight the guiding factors for effective letter writing.
- Write a letter of acceptance to the employer who has offered you a dream Job.
- Examine the role of information technology in making the communication fast and effective.
- Enlist and elaborate the important guidelines for making the summary writings effective.

2. (a) "Communication is the nervous system of a business organisation." In the light of this statement, explain the meaning and significance of communication in organisational context. Also phase out the basic elements in the process of communication. (20)

OR

- (b) What are the important characteristics of a good business report? What precautions would you take while planning for writing a business report? (20)

3. (a) Examine the Importance and role of curriculum vitae in job hunting. What are the guiding principles of preparing an effective curriculum vitae? (10)

- (b) Draft a letter of appointment offering employment to a candidate who has been finally selected for the job. (10)

OR

- (a) Enumerate the important factors that should be taken into consideration while editing and finalising the business letters. (10)

- (b) Prepare a draft for inviting the tenders for the construction of residential quarters in the premises of the organisation. (10)

4. (a) Explain the purpose of persuasive messages and bring out the important principles of persuasive communication. (10)

- (b) What is summary? Highlight the role and importance of business summaries in decision making process. (10)

OR

(a) What is comprehension and what are the important guidelines for effective comprehension ? (10)

(b) Examine the role of dictionary in making the comprehension more effective and impressive. (10)

5. Write notes on any *two* of the following : (10+10)

(a) Factors governing the selection of the means of communication

(b) Use of thesaurus in writing

(c) Verbal vs Nonverbal Communication

(d) Tips for facing interview successfully

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MBA

FIRST SEMESTER EXAMINATION, 2004-2005

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours

Total Marks : 100

- Note :** (i) Attempt ALL questions.
(ii) The figures in the right hand margin indicate marks.

1. Answer *any four* of the following in about 250 words each :— (5x4=20)
- What is communication cycle and what are the different stages in a communication cycle ?
 - Highlight the role of thesarus in making the writing more stylish and effective.
 - Draft a model resignation letter to your boss clearly mentioning the reason for resignation.
 - Make a distinction between the formal report and informal report.
 - Enumerate briefly the important characteristics of a business report.
 - State and explain the important guidelines for a good and effective comprehension.

2. Discuss the various principles of communication and bring out the important barriers to the smooth and free flow of communication. What do you suggest to remove these communication barriers? 20

OR

Enumerate clearly the basic principles of good report - writing. What factors would you like to take into account while preparing a report on market survey which was conducted by you in the recent past for exploring the sales potential of a consumer product. 20

3. (a) Describe briefly the important rules of good writing. What precautions would you take in order to make your writing more effective? 10

OR

(b) Write an application offering your candidature for the post of management trainee, which was recently advertised in the Times of India. 10

OR

(a) A candidate is preparing for an Interview. What tips would you give to the candidate so that he could face the interview successfully? 10

(b) What is Job description? Prepare a specimen Job description for the position of Assistant Marketing Manager in an organisation. 10

4. (a) What are the different types of business reports? Discuss them in brief. 10

(b) Write down the guiding principles of

persuasive communication.

10

OR

- (a) Critically examine the role of information technology in making the communication fast and effective. 10
- (b) Examine the importance of body language in the oral communication. What do you suggest to make the oral communication more effective. 10

Write note on *any two* of the following :— (10x2=20)

- (a) Guidelines for writing summaries
- (b) Fax and E - mail as modes of communication
- (c) Letter of acceptance of a Job offer
- (d) Notice for convening the General Body Meeting of a professional body.