

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

Paper ID : 2289539

Roll No.

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MBA/MBATM

Regular Theory Examination (Odd Sem-I) 2016-17

BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 100

NOTE : 1. Answer all questions from Section - A

2. Answer any three questions from Section - B

3. Answer all questions from Section - C using internal choice

SECTION - A

Write Short Notes on following in not more than 50 to 75 words (8×2.5=20 marks)

1. Purposes of Communication
2. Types of Non-verbal Communication
3. KISS Principle of Communication
4. Elements of Presentation
5. Different kinds of report
6. Types of Visual Aid
7. Objective of Video Conferencing

8. What are Press-Releases?

SECTION - B

Write Notes on following in not more than 100 to 200 words. Attempt 3 out of 5 (30 Marks)

1. Explain the process of Communication. What are the barriers to Communication and how to overcome them?
2. What are different types of Communication and their characteristics? Explain them with examples.
3. Explain the principles of successful oral communication. There are two sides of oral communication. Do you agree ? Give reasons in support of your answer.
4. Write a letter to MCD complaining that lot of garbage has been collected in the vicinity of your society. You want to make request that the said garbage be removed as it is creating pollution hazard.
5. Your college has organized a Seminar on "Impact of Globalization on Indian Economy". Eminent speakers were invited and to give news coverage you want to write a press release. Assume information which is not given make a press release for the same.

SECTION - C

Attempt all 5 questions using internal choice

(50 Marks)

1. Explain the various inter-office communications? Which one is the most important?

OR

1. What are the most important speaking skills in communication? Explain them in brief.
2. You have found a wristwatch in your college canteen. Prepare a notice for the same to be put up on the college notice-board.

OR

2. Place an order with Usha Sewing Machines for ten sewing Machines. Inform the supplier that the machines are urgently needed by some of your valuable customers. Specify the mode of transport and mode of payment.
3. Draft a job application for the post of an Accounts Officer in a leading MNC, as advertised in a leading national daily. Assume all information that is not provided.

OR

3. What is grapevine? What are its benefits and drawbacks? Discuss the essentials of effective communication with examples.
4. What are the different types of listening? How listening can be improved of the participants in public speaking? Discuss with examples.

OR

4. What are the points to be kept in mind at the time of writing emails? How SMS are different from emails and what issues and challenges are involved in both types of communication?
5. What are Business Meetings ? How to draft notice of the meeting keeping certain agendas in mind? Once a meeting is over how minutes of the meeting are prepared ? Take an example and accordingly prepare notice of meeting as well as draft minutes of the meeting.

OR

5. What are Business etiquettes ? How to develop them? Discuss it with examples.