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MBA
(SEM - I) THEORY EXAMINATION 2017-18
BUSINESS COMMUNICATION

*Time: 3 Hours**Total Marks: 70*

- Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Any special paper specific instruction.

SECTION A

1. Attempt *all* questions in brief.

2 x 7 = 14

- a. Explain the barriers to listening.
- b. Describe 7C's of business communication in brief?
- c. How can you nurture a fruitful company grapevine?
- d. Define Haptics? Why is it important in communication?
- e. What qualities does true communicator possess?
- f. What is Employment Communication? Name various components involved in employment communication.
- g. Differentiate between Press release and Press Conference?

SECTION B

2. Attempt any *three* of the following:

7 x 3 = 21

- a. Communication is as essential as anything because nothing can be achieved without it. Elucidate the statement underlining the importance of communication.
- b. Define non-verbal communication? Briefly explain various approaches to non-verbal communication.
- c. What purpose does memo serve? How an effective memo can be prepared? Also bring out the essential differences between a memo and a letter?
- d. In what way technology has impacted business communication? In this context describe the significance of audio-visual media?
- e. Explain the business manners of people from different cultures?

SECTION C

3. Attempt any *one* part of the following:

7 x 1 = 7

- (a) Which are the basic elements involved in the way of communication? Also clarify the barriers which hinder the process of effective communication?
- (b) What is the difference between an issue and a crisis; how do each apply to your organization; and if/when faced with either one, does your frontline know how to react, how to respond and/or how to escalate the situation internally?

4. Attempt any *one* part of the following:

7 x 1 = 7

- (a) How would you define effective listening skills? How can listening improve employer-employee relationships?
- (b) Explain the 3X3 writing process in business communication? Also confer the term coherence in systematic writing?

5. Attempt any *one* part of the following:

7 x 1 = 7

- (a) You have just started a business in textiles, and want to purchase some textile items. Write a letter enquiring into the goods and price to a wholesale dealer.
- (b) What according to you is a presentation? List some characteristics of a presentation which distinguish it from a written report.

6. Attempt any *one* part of the following:

7 x 1 = 7

- (a) Explain the basic writing guidelines for a resume and job application letter. Also discuss the difference between a CV and resume.
- (b) Which are the possible objectives to use group discussions in communication? Also list the advantages and disadvantages of group discussion

7. Attempt any *one* part of the following:

7 x 1 = 7

- (a) What do you mean by conference and workshop in communication? Discuss their usability and effectiveness.
- (b) Explain how to organize a successful meeting? Throw light on the elements that is to be planned prior to a meeting to make it more effective?