

MBA
(SEM - I) THEORY EXAMINATION 2018-19
BUSINESS COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define role of communication.
- b. What is conversation control in oral communication?
- c. What are the elements of report writing?
- d. What are some computer skills to put on a resume?
- e. How many types of teleconferencing are there?
- f. What is communication process in a group?
- g. What are the main objectives of meetings in business communication?

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

- a. What are interview skills? What is the STAR method of interviewing?
- b. Explain the principles of effective listening.
- c. Why presentation skills are important in business? Explain.
- d. Describe the types of communication networks?
- e. Describe the advantages and disadvantages of meetings in communication.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

- (a) Identify and discuss the basic elements of communication process?
- (b) Explain the types of barriers to communication.

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

- (a) What are the disadvantages of oral communication?
- (b) Define the electronic writing process in communication.

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

- (a) What do you mean by business letters?
- (b) What is the persuasive letter? Write a persuasive letter format.

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

- (a) Explain the effects of advance technology on business communication.
- (b) Explain the types of visual aids. What is the most important visual aid?

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

- (a) What is media management? Why is media management important?
- (b) What are the business etiquettes? Also define the types of it.