

Roll No.

56007

**MBA 2 Year 1st Semester (N.S.
2011-12) Examination-
December, 2011**

Business Communications Skills

Paper MBA-107

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : There are two sections. Section-A consists of eight questions (2 questions from each unit). Attempt four questions, one question from each Unit. **Section-B** consists of Case Study which is compulsory. All questions carry equal marks.

SECTION - A

UNIT - I

- 1. Define communication. What are the myths, realities and paths of communication ?**
- 2. Write a detailed note on process and types of listening.**

UNIT - II

- 3. What are the pre-requisites of effective presentation ?**
- 4. What are the communication skills required for group discussions ?**

UNIT - III

- 5. Write a detailed note on business etiquettes giving suitable examples.**

6. Write short notes on the following :

- (a) Smiles
- (b) Handshakes
- (c) Voice Modulations
- (d) Hand movements

UNIT - IV

7. Give formats for the following :


- (a) Circular
- (b) Notice
- (c) Agenda
- (d) Memo

8. Write a letter to your friend letting him/her about your promotion.

SECTION - B

Case Study

9. You are a manager, and you have two assistant managers working under you. They



both are due for their promotions. Their work involves a lot of public dealing. You undergo a lot of deliberations and finally decide to promote Mr B. and not Mr A.

Answer the following questions :

1. What were the qualities you looked forward while deciding to promote Mr B ?
2. Why did you not choose to promote Mr A ?
3. If you were given a chance to organize a workshop to enhance their skills in public dealing, what all sessions would you include in that ?
