

Roll No.

56007

**MBA 2Yr. 1st Semester (New
Scheme) Batch 2011-12
Examination–December, 2014**

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 8 short answer type questions (Carrying two marks each), which is compulsory. Section-B consists of 8 questions (2 questions in each unit). You are to attempt **four** questions, selecting **one** question from each unit. All questions carry equal marks.

56007-3100-(P-4)(Q-9)(14)

(1)


[Turn Over

SECTION - A

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1. (a) What role does feedback play in determining your communication strategies ?
 - (b) Describe Kinesics.
 - (c) Why is it helpful to maintain eye contact with your audience ?
 - (d) What are gazes ?
 - (e) Is it important to tailor your resume for each job ?
 - (f) List some myths of communication.
 - (g) What are emotional barriers of communication ?
 - (h) What is body sport for interviews ?

SECTION - B


UNIT - I

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2. Why can we refer to writing speaking and listening as "social glue"? What would life be like without them? Also explain some barriers to communication?
 3. Listening is one art and like any other art, it has to be cultivated consciously. Discuss.

UNIT - II

4. How does effectiveness in speaking help managers in their professions? Discuss the contents of an introduction to a speech.
5. What are the indicators of assertive behaviour? List the advantages and disadvantages of assertiveness.

UNIT – III

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- 6.** Explain how voice modulations and hand movements can be used for effective business communication.
 - 7.** How are business etiquettes important for managers ? Explain.

UNIT – IV

- 8.** What are the essentials of business report writing ? Discuss.
 - 9.** Write short notes on :
 - (a) Fascimiles
 - (b) E-mail
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