

7. What do you understand by managing customer care ? What is the need for it ? List some customer care etiquettes.

Unit-IV

8. Write short notes on the following :

- (a) Memos
- (b) Agenda and minutes

9. What do you mean by mechanism of writing? Explain in detail.

Roll No.

56007

**M.B.A. 2 Year 1st Semester
(N.S.) Batch 2011-12**

**Examination-December, 2015
Business Communication 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, short answer type which is **compulsory**. Section-B consists eight questions (two questions from each unit). You are to attempt **four** questions selecting **one** from each unit. All questions carry equal marks.

56007-4950-(P-4)(Q-9)(15)

(4)

56007-4950-(P-4)(Q-9)(15)

(1)

[Turn Over

Section-A

1. Discuss the following :

- (a) Telephonic communication
- (b) Differentiate between hearing and listening
- (c) 7C's of communication
- (d) Do's of interview
- (e) Gazes
- (f) Smiles
- (g) Fascimiles
- (h) Electronic mail

Section-B

Unit-I

2. Discuss how communication plays a crucial role in the progress of an organization.

56007-4950-(P-4)(Q-9)(15) (2)

56007-4950-(P-4)(Q-9)(15) (3)

[Turn Over

3. How can listening improve employee-employer relationships ? Explain giving suitable examples.

Unit-II

4. "Positive thinking can only be achieved when one is successful. Unsuccessful people can never be positive thinkers." Discuss.

5. State the types of interviews. Also, elaborate the communication skills for interview.

Unit-III

6. (a) Define non-verbal communication in your own words, giving an example.

(b) Discuss at least three ways in which non-verbal communication helps managers to interact with their subordinates effectively.