

Paper Id: Roll No:

**MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION**

Time: 3 Hours

Total Marks: 100

Note 1. Attempt Sections sequentially in the order in which they are given. Do not skip any section.

SECTION A

1. Attempt 10 questions brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Discuss elements of communication.	2	1
b.	Discuss Mass Communication and its importance.	2	1
c.	Elaborate two sides of Oral Communication.	2	2
d.	State the importance of Coherence in writing.	2	2
e.	What is Electronic Writing Process?	2	3
f.	What do you mean by Clarity in Writing? Why is it important? Discuss.	2	3
g.	Discuss Intranet and its utility in an organization.	2	4
h.	Define Teleconferencing and its objective?	2	4
i.	Define Press release and its purpose.	2	5
j.	Discuss Media management with suitable example.	2	5

SECTION B

2. Attempt any three of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	Define Communication. Discuss various characteristics of successful communication.	10	1
b.	Explain Kinesics. Discuss its significance in oral communication.	10	2
c.	Explain presentation and its various elements with example.	10	3
d.	Discuss different skills which are essentially required for effective Group Discussion.	10	4
e.	Define the terms 'conference' and 'seminar'. Discuss their significance in the present business set-up.	10	5

SECTION C

3. Attempt any one part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss Communication Structure in an organization with suitable examples.	10	1
b.	Define Noise. Discuss different types of Barriers to communication.	10	1

4. Attempt any one part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss different principles of successful oral communication	10	2
b.	What is 3X3 Writing Process? Discuss its requirement in effective writing.	10	2

Paper Id: Roll No: **5. Attempt any one part of the following:****1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Report. Discuss its types and steps to make it more effective.	10	3
b.	You are a sales manager of a furniture manufacturing firm. Write a letter of apology to the retailer for being late in delivery of some furniture items.	10	3

6. Attempt any one part of the following:**1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Interview. Suggest the guidelines to be followed before, during and after the interview.	10	4
b.	What is Group Discussion? Discuss Do's and Don'ts of effective Group Discussion.	10	4

7. Attempt any one part of the following:**1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Business Etiquettes. Discuss different types and importance of these etiquettes in present scenario.	10	5
b.	Differentiate between Press release and Press report. State the essentials of a good Press release.	10	5

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