

Paper Id:

270132

Roll No:

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MBA
(SEM-I) THEORY EXAMINATION 2019-20
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 Communication and its process.
b.	Discuss two sides of effective oral communication.
c.	Define Persuasive Letter and its purpose in business.
d.	Define videoconferencing.
e.	Write different objectives of a Meeting.
f.	Define Memo and its purpose in an organization.
g.	Differentiate between a press release and a press report.

SECTION B

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

a.	Define Communication and its objectives in business.
b.	Discuss important features of effective writing.
c.	Write a note on the importance of Advanced Visual Support in presentation.
d.	Write a note on the importance of any two of the following: 1. Haptics 2. Proxemics 3. Audience analysis 4. Paralinguistic features
e.	What do you mean by Seminar and Conference? Discuss their importance in the present age.

SECTION C

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

(a)	Discuss 7C's of Business Communication in detail.
(b)	Define Noise. Discuss different Barriers to Communication. Suggest how to overcome them.

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

(a)	What is a report? Discuss important features of a good business report.
(b)	What is 3X3 writing process? Discuss in detail.

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

(a)	Define Presentation and its various types. Suggest the steps for effective presentation.
(b)	What do you mean by a Sales Letter? What points are kept in mind while drafting a Sales letter? Give a specimen.

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

(a)	What do you mean by Group Discussion? Discuss Do's and Don'ts of effective Group Discussion.
(b)	Draft a Resume for the post of Sales Manager in a marketing company. Invent necessary detail yourself.

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

(a)	Summarize dos and don'ts of Business Etiquettes.
(b)	Discuss different objectives of Meetings? Discuss the steps to plan a successful business meeting.