



PAPER ID-311396

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**MBA  
(SEM-I) THEORY EXAMINATION 2020-21  
BUSSINESS COMMUNICATION**

**Time: 3 Hours**

**Total Marks: 100**

**Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

**1. Attempt all questions in brief.**

**2 x 10 = 20**

Qno.	Question	Marks	CO
a.	What do you mean by Communication?	2	1
b.	What is noise in Communication?	2	1
c.	Define written Communication.	2	2
d.	What is Conversational Control?	2	2
e.	What is the purpose of report?	2	3
f.	Define visual aids.	2	3
g.	What's the purpose of sending SMS?	2	4
h.	Tell in brief about the term teleconferencing.	2	4
i.	How meeting is planned?	2	5
j.	Define Business Etiquettes.	2	5

**SECTION B**

**2. Attempt any three of the following:**

Qno.	Question	Marks	CO
a.	State the elements of Communication process.	10	1
b.	Differentiate between Oral and Written Communication.	10	2
c.	What is business letter? Describe the qualities of a good business letter.	10	3
d.	Describe the role of internet for a business enterprise.	10	4
e.	Write a explanatory note on business to business enterprise.	10	5

**SECTION C**

**3. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	"Communication is the life blood of business." Explain.	10	1
b.	Discuss the Common barriers to effective communication in a organization.	10	1

**4. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	What do you mean by writing skills? Why should familiar words be used for effective writing?	10	2
b.	How do non-verbal means of communication add meaning to the message conveyed?	10	2

**5. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	Discuss various kinds of business letters.	10	3
b.	Elaborate the need for audio-visual aid used in the organization.	10	3

**6. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	Give a sample format of drafting CV's.	10	4
b.	State the role of internet for a business enterprise.	10	4

**7. Attempt any one part of the following:**

Qno.	Question	Marks	CO
a.	Explain the purpose and importance of meeting in modern organizations.	10	5
b.	Explain the business etiquette of introducing yourself & others.	10	5