

Paper Id: **293311**Roll No: 

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**MBA (INT.)**  
**(SEM-III) THEORY EXAMINATION 2019-20**  
**BUSINESS COMMUNICATION-I**

Time: 3 Hours

Total Marks: 70

**Note 1.** Attempt all sections equally and give answers in a neat and orderly manner.

**SECTION A**

**1. Attempt all questions briefly. 2 x 7 = 14**

a.	What is the role of feedback in communication?
b.	Tell in brief the concept of the communication network in organization.
c.	What do you mean by barriers in communication?
d.	What is Courtesy?
e.	What do you mean by writing skills?
f.	Define horizontal communication.
g.	What do you mean by effective writing?

**SECTION B**

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

a.	Explain the objectives of communication in business.
b.	Elaborate the meaning and types of communication networks.
c.	What are the skills involved in effective writing?
d.	Differentiate between oral and written communication.
e.	How do preciseness and conciseness influence writing? Discuss.

**SECTION C**

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

(a)	Explain the need for communication in a modern business.
(b)	What are the main barriers of communication? Give suggestion to remove them.

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

(a)	What are the different media of communication?
(b)	Explain the various channels of communication used in modern organisation.

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

(a)	Explain the principle of consideration in the context of business communication.
(b)	Briefly explain the seven C's of effective communication.

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

(a)	Briefly state the barriers to active listening.
(b)	Examine the significance of posture in listening.

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

(a)	Explain the various methods of communication.
(b)	Write a short note on electronic devices in communication.