

BUSINESS COMMUNICATION

Paper–MBA–103

Time allowed : 3 Hours]

[Maximum Marks : 70

Note: Attempt six questions in all. Question No. 1 is compulsory. Attempt five more questions from remaining eight questions.

Compulsory Question

1. Write short notes on the following : 5×4=20
 - (i) Glossophobia
 - (ii) Noise in communication
 - (iii) Listening barriers
 - (iv) Business etiquettes
 - (v) Precautions in delivering presentation.
2. What are the features of JAM presentation? Discuss the importance of JAM presentation in interviews. 10
3. Is anxiety a glossophobia? Discuss the causes of glossophobia and the ways to overcome this. 10
4. What are the elements of presentation? How presentation can be made effective? 10
5. Discuss the role of questioning in the working of an organization. What mistakes should be avoided while questioning? 10

6. You are the suppliers of sports goods. Write an e-mail to the insurance company for the payment claim of loss because of fire. 10
7. What is resume? What are the constituents of a good resume? What mistakes should be avoided while designing the resume? 10
8. What is proposal? Discuss the essentials of writing good proposal. 10
9. Discuss the emerging issues in business communication. Also discuss the role of information technology in business communication. 10