

Roll No. ....

**12008**

**MBA 2 yr. 1st Semester (CBCS) old  
Examination – December, 2019**

**BUSINESS COMMUNICATIONS SKILLS  
(Discipline Specific Elective Course)**

**Paper : 16IMG21D1**

Time : Three Hours ] [ Maximum Marks : 80

Before answering the questions, candidates should ensure that they  
have been supplied the correct and complete question paper. No  
complaint in this regard, will be entertained after examination.

**Note :** There are *two* sections, **Section-A** (Q. No. 1) consists of 8 short answer type questions, which is *compulsory*. **Section-B** consists of 8 questions (2 questions from each Unit). You have to attempt 4 questions, selecting *one* from each Unit. All questions carry equal marks.

**SECTION – A**

1. Describe the following : 2 × 8 = 16
- (a) Myths of communication
  - (b) Psychological barriers to communication

12008-2650-(P-3)(Q-9)(19)

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- (c) Assertiveness Vs. Aggressiveness
- (d) Do's in an interview
- (e) Kinesics
- (f) Smiles
- (g) Telex messages
- (h) Memos

### SECTION - B

#### UNIT - I

- 2. Discuss the essentials of good listening. What are the deterrents to listening process? 16
- 3. "Telephonic communication is an essential component of communication these days." Explain with the help of examples. 16

#### UNIT - II

- 4. Describe the prerequisites for effective presentation. 16
- 5. Explain the indicators and strategies of assertive behaviour. 16

#### UNIT - III

- 6. Write short notes on the following :
  - (a) Handshakes 8
  - (b) Body sport for interviews 8

- 7. Write a detailed note on business manners of people of different cultures. 16

#### UNIT - IV

- 8. Write short notes on the following :
  - (a) Mechanics of writing 8
  - (b) Circulars 8
- 9. What are the benefits of diary writing? How relevant is it in today's business environment? 16