

UNIT – IV

8. Describe the essentials of report writing in detail. What is the importance of writing the report in business ?
9. Write short note on following :
- (a) Preparing curriculum vitae
  - (b) Business letters and their types

Roll No. ....

12608

MBA 2 Yr. 1st Semester CBCS 2019-20  
New Scheme  
Examination – April, 2021

BUSINESS COMMUNICATIONS SKILLS (DISCIPLINE  
SPECIFIC ELECTIVE COURSES)

Paper : 19IMG21D1

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 :** All questions of Section-A are *compulsory*. Each question of Section-A carries *two* marks. Attempt *four* questions from Section-B selecting *one* question from each Unit.

SECTION – A

1. Briefly explain the following :
- (a) Informal communication

(b) Expressive behaviour

(c) Proxemics

(d) Circulars and memos

(e) 7Cs of communication

(f) Anxiety in communication

(g) Chronomatic communication

(h) Agenda and minutes

**SECTION - B**

**UNIT - I**

2. Define Business Communication ? What is the process of communication ? How communication plays a vital role in the progress of business organization ?
3. Write an explanatory note on barriers to effective communication with suitable examples. How these barriers can be overcome ?

**UNIT - II**

4. Describe the process of listening. How listening is an important skill for business managers do develop leadership and better employer-employee relations ?
5. Write short notes on following :
  - (a) Presentations skills
  - (b) Techniques for removing fear and inhibitions in communication

**UNIT - III**

6. What is non-verbal communication ? Give examples. How non-verbal communication helps the managers to interact with subordinates in effective way ?
7. What are business etiquettes ? Describe the importance of business etiquettes in business communication. Explain some business etiquettes in detail.