

Roll No.

56502

MBA 5 Year 1st Semester (New Scheme) Examination – December, 2022

BUSINESS COMMUNICATION SKILLS

Paper : 501-P-2

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 : Section - A (Question No. 1) is compulsory. Attempt one question from each Unit in Section-B. All questions carry equal marks.

SECTION – A

1. Explain the following terms :

- (a) Abstract
- (b) Listening skills

- (c) Notice
- (d) Proposal
- (e) Agenda
- (f) Pervasive speaking
- (g) Memo
- (h) Summary

SECTION – B

UNIT – I

- 2. What are the 7cs of effective business communication ? How do these contribute to making communication effective ?
- 3. What are the common barriers to communication ? How can these be managed for successful communication ?

UNIT – II

- 4. What are the different types of business letters ? Give a brief account of main business letters.

5. What is meant by E-mail ? Explain how it works and its uses.

UNIT – III

6. What is a business report ? Explain the main qualities of a good business report.
7. Write notes on :
- (a) Long report
 - (b) Short report

UNIT – IV

8. "The single most significant element of non-verbal communication is the body language." Discuss.
9. What do you understand by reading skills ? Discuss its various types in detail.
-