

Roll No.

Total Pages : 3

332107

December, 2019

MBA - 1st Semester

BUSINESS COMMUNICATION (MB/107)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART - A

1. (a) Define communication with example. (1.5)
- (b) What is the importance of communication in an organization? (1.5)
- (c) List out 7 C's of communication. (1.5)
- (d) What is the relevance of understanding cross cultural dimensions of business communication? (1.5)

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- (e) Write principles of effective written communication. (1.5)
- (f) What is the relevance of a summer project report for a management student? (1.5)
- (g) What points are to be kept in mind for effective video conferencing? (1.5)
- (h) How can we improve our speaking skills? Explain with an example. (1.5)
- (i) Why do we need to keep minutes of meeting in an organization? (1.5)
- (j) How GD can prove out to be an effective tool for selecting a candidate for job in an organization? (1.5)

PART - B

- 2. Discuss how barriers lead to communication breakdown in an organization. Write ways to overcome barriers in communication. (15)
- 3. 'Art of speaking is important to be learned on the part of speaker, in the same manner effective listening is important on the part of a listener to make the communication process complete' explain with an example. (15)

- 4. What is negotiation? Explain the process of negotiation. How it can be managed in an organization? (15)
- 5. 'A number of methods are used simultaneously to communicate with mass chunk of people' in light of the said statement explain what is Mass communication and explain in detail the merits & demerits of various methods of mass communication. (15)
- 6. Write short notes on :
 - (a) Points to be kept into mind to create and deliver online presentations. (7.5)
 - (b) Verbal communication vs. non-verbal communication. (7.5)
- 7. Explain :
 - (a) Importance of team communication to achieve the goals of an organization. (7.5)
 - (b) The important points to make our CV more effective. (7.5)