

Mar. 2022

MBA 1st SEMESTER

Business communication MBA(E)/107/MB-107/MS-107

Time: 90 Minutes

Max. Marks:25

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

PART -A

- Q1 (a) What is business communication? (1)
 (b) What are inter office memos? (1)
 (c) Write the benefits of having a clear understanding of 7 C's of communication for a manager. (1)
 (d) Differentiate between oral communication and written communication. (1)
 (e) Prepare a draft agenda of meeting for conducting a meeting regarding offline exams of students with the chairperson of the department. (1)
 (f) What points are to be kept in mind while communicating through video conferencing? (1)
 (g) What is the benefit of Mass communication? (1)
 (h) Differentiate between CV and application letter. (1)
 (i) List out the points to be kept in mind while designing online presentations. (1)
 (j) Write Albert Mehrabian rule of communication, according to this rule which form of communication is being given maximum weightage? (1)

PART -B

- Q2 'A number of barriers are experienced while practicing communication in an organization, but with proper care these barriers can be reduced to minimum' Justify the statement with relevant examples. (5)
- Q3 (a) Write a detailed note on various promotion strategies adopted by organizations for mass communication. (2.5)
 (b) Discuss the Do's and Don'ts while appearing for an interview. (2.5)
- Q4 'Effective listening provides the basis for effective speaking' Explain. (5)
- Q5 Write short notes on:
 (a) Feedback is the most important step in the process of communication. (2.5)
 (b) Importance of team communication for achieving desired results. (2.5)
- Q6 'A step-by-step process is to be followed to achieve desired results during negotiation' In light of the said statement discuss the process of negotiation along with the importance of negotiation. (5)