

January 2023

MBA(PMS) 1st SEMESTER
Business Communication (MPM-104)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions 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

- Q1 (a) Why communication is important in business organizations? (1.5)
- (b) List out 7 c's of communication. (1.5)
- (c) Differentiate between sales letter and routine letter. (1.5)
- (d) Write the principles of effective written communication. (1.5)
- (e) What points are to be kept in mind while writing negative messages? (1.5)
- (f) Briefly write about the ethical issues in business communication. (1.5)
- (g) Write the benefits of using technology in communication with an example. (1.5)
- (h) What are the don'ts while appearing for a Group discussion? (1.5)
- (i) Write ways by which listening can be made effective listening. (1.5)
- (j) Differentiate between CV and application letter. (1.5)

PART -B

- Q2 'The process of communication ends with feedback' Do you agree? Discuss (15)
with relevant examples in support of your answer.
- Q3 (a) 'Barriers in communication are many but can be removed/reduced with due (7.5)
care' Discuss.
- (b) 'Effective team communication helps the work to be completed on time' in light (7.5)
of the said statement discuss the benefits of team communication.
- Q4 'Non verbal communication support oral communication' Justify the statement (15)
with relevant examples.
- Q5 Write short notes on
- (a) Cross-cultural dimensions of business communication (7.5)
- (b) Negotiation process and its management (7.5)
- Q6 Write a detailed note on various methods used for mass communication. Also (15)
discuss the advantages and disadvantages of each method.
- Q7 What points are to be taken care while designing presentations using audio (15)
and visual aids? How online presentations can be delivered effectively?