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MBA/MBA (IB) (Sem. - 1st)

BUSINESS COMMUNICATION

SUBJECT CODE : MBA - 106 (2012 & Onward)

Paper ID : [C0106]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Attempt any **Four** questions from Section - A. Each question carrying five marks.
- 2) Section - B Consist of four sub sections I, II III and IV. Attempt any one question from each of the sub section. Each question carries Eight marks.
- 3) Section - C consists of one case study of 8 marks.

Section - A

- Q1)* What is Grapevine?
- Q2)* Contrast oral and written communication
- Q3)* What are the different elements of communication?
- Q4)* What is a memorandum?
- Q5)* Which precautions do we need to use in multicultural communications?
- Q6)* What are the various factors affecting business etiquette?

Section - B

Sub-Section - I

- Q7)* Write different channels of Business communication. Compare the effectiveness of these channels.

OR

- Q8)* Discuss in detail the seven C'S of business Communication along with barriers to communication.

Sub-Section - II

Q9) What are different strategies to improve reading skills?

OR

Q10) Discuss the role played by listening and reading in communication. Discuss components of effective listening.

Sub-Section - III

Q11) Compare and contrast verbal and non-verbal communication. What are advantages and disadvantages of these.

OR

Q12) Discuss in detail different types of business letters. Write a specimen press release.

Sub-Section - IV

Q13) What are good public relations. What communication techniques you would use to develop effective public relations

OR

Q14) Elaborate the concept of an Effective Resume. What is difference between bio data, resume and a CV.

Section - C

Case : In business a variety of interviews are conducted by senior managers of the staff

- a) Draw a simple diagram to illustrate this communication process.
- b) The senior member of the staff conducting the interview is an HOD. He is conducting a disciplinary interview with one of the members of his Department. He feels that the member of his department is performing poorly. What can be regarded as positive behavior of the interviewee towards his HOD?

