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**Total No. of Pages: 02**  
**Total No. of Questions: 10**

**MBA (Sem.-1<sup>st</sup>)**  
**BUSINESS COMMUNICATION**  
**Subject Code: MBA-106**  
**Paper ID: [C0106]**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATE:**

- 1. The candidate is required to attempt four parts from Section A each carrying 5 marks.*
- 2. Attempt at least one question from all subsections of Section B each carrying 8 marks.*
- 3. Section C is compulsory.*

**(4x5=20)**

**SECTION-A**

Q. 1.

- (a) What is horizontal communication?
- (b) Define verbal and non verbal communication?
- (c) What are the different elements of communication?
- (d) What is an order letter?
- (e) Which precautions do we need to use in multi cultural communications?
- (f) What are the various factors affecting communication?

**SECTION-B**

**Subsection 1**

- Q. 2. Business communication has different goals. Discuss each goal briefly. Which is the most Important goal and why? (8)
- Q. 3. Discuss in detail the seven C'S of business Communication. (8)

**Subsection 2**

- Q. 4. What are different strategies to improve reading skills? (8)
- Q. 5. Discuss the role of listening in communication. Discuss components of effective listening. (8)

**Subsection 3**

- Q. 6. Compare and contrast oral and written communication. (8)
- Q. 7. Discuss in detail social and cultural influences on communication. (8)

#### **Subsection 4**

- Q. 8. What is the basic structure of a project report? What are broad guidelines for project report writing. (8)
- Q. 9. Elaborate the concept of an Effective Resume. What is difference between bio data, resume and a CV.? (8)

#### **SECTION – C** **CASE STUDY**

Q.10.

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—referring to the interviewer and the employee when illustrating this diagram. (4)
- (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 should his attitude be towards the interviewee? (4)

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