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Total No. of Questions: 10

Total No. of Pages: 02

MBA / MBA (IB) (Sem. 1)
BUSINESS COMMUNICATION
Subject Code: MBA-106
Paper ID: C0106

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.
2. SECTION B attempt at least ONE question from all SUBSECTION each carrying EIGHT marks.
3. SECTION C is COMPULSORY with each question carrying EIGHT marks

SECTION A

1.
 - a) What is a press release?
 - b) Define verbal and non-verbal communication
 - c) What are the different elements of effective presentation?
 - d) What is a circular?
 - e) Which precautions do we need to use in multicultural communications?
 - f) Write a covering letter for your resume for post of soft skill trainer.

SECTION B
SUBSECTION-I

2. Why Business communication needs audience analysis? Discuss the role played by communication channel?
3. Discuss in detail the seven C'S of Business Communication.

SUBSECTION-II

4. What are different strategies to develop and improve reading skills?
5. Discuss the role of listening in communication. Discuss principles and barriers to effective listening.

SUBSECTION-III

6. Compare and contrast different types of letters.
7. Elaborate the concept of formal communication explaining meetings, seminars, symposium and conferences.

SUBSECTION –IV

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

SECTION C

10. **Case:** a). In business interviews are being conducted by recruiters. Draw a simple diagram to illustrate this communication process - referring to the interviewer and the prospective employee when illustrating this diagram.
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?