

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 17

MBA / MBA (IB) (2018 & Onwards) (Sem.–1)
BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 75408

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

Answer the following :

1. What is a press release?
2. Define Verbal and non-verbal cues in multicultural communication.
3. What are the different elements of communication?
4. Discuss different types of resumes.
5. What do you understand by business etiquette?
6. What are the various factors affecting communication in social media?
7. Memorandum of understanding
8. Blind carbon copy

SECTION-B

UNIT-I

9. Discuss cross cultural communication. Discuss use of social networking in business communication.
10. Discuss in detail the seven C'S of business Communication.

UNIT-II

11. What are different strategies to improve writing process? Discuss information gathering skills.
12. Discuss the role of listening in communication. Discuss components of making effective proposal via electronic media.

UNIT-III

13. Compare and contrast online oral presentation and written communication. Discuss the situations needing them.
14. Discuss in detail feedback systems and how they can be used to improve communications.

UNIT-IV

15. What is the basic structure of resume? What are broad guidelines for preparing for an interview?
16. What is difference between bio data, resume and a CV? Discuss the situations warranting them.

SECTION-C

17. CASE STUDY :

In business a variety of interactions take place between sales staff and potential customers.

Questions :

- a) Draw a simple diagram to illustrate this communication process - referring to the actors when illustrating this diagram. (6)
- b) The senior member of the staff conducting the interview is an HOD. He is conducting a promotional interview with three staff members of his Department. He feels that you as a member of his department are performing poorly. What should be your attitude be towards the interviewee? (6)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.