

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

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

BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination : 27-05-2023

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 Haptic communication?
2. Write short notes on coding and decoding.
3. What do understand by business Etiquette?
4. Mention some limitations on downward communication.
5. Discuss the factor that guides us on “audience analysis”.
6. What are the minutes of meeting?
7. Write briefly on group communication.
8. Role of social media in business communication.

SECTION-B

UNIT-I

9. Distinguish between verbal and non-verbal communication. Which method of non-violent verbal method of communication do you think is the most important?
10. What are the physical barriers in communication? How do you overcome it?

UNIT-II

11. Define Memo? Why memos are is important for intra-organizational communication? What is the guiding point for writing good memos?
12. How is a sale report prepared? Prepare a Sample report to be submitted by a sale manager to his boss.

UNIT-III

13. What are the important skills required for making effective presentations?
14. Discuss the different formats of internal correspondence.

UNIT-IV

15. What is the basic structure of a resume? What are broad guidelines for preparing for an interview?
16. Draft final appointment order of the senior sales manager for the company instructing him to join immediately.

SECTION-C

17. CASE STUDY :

A variety of interactions occur in business between sales staff and potential customers occur.

- i. Assume that you are the sale manager of park print & block, Mumbai. Write an adjustment letter of accepting the complaint of the local dealer that the fabric he had received from you not the fast colour as your label had claimed. Take care to specify what necessary steps you will take to compensate for the fault.
- ii. Draft a circular letter for announcing the change of premise of your business “urban rental services” from Motilal Nagar to Hirapur near times of India building.

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.