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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 digital communication?
2. Contrast opinions and factual information.
3. What are the different elements of communication?
4. What is a Demi-official letter? What is use for this?
5. Which precautions do we need to use in drafting business e-mail.
6. Podcast
7. Encryption
8. Collaborative writing

**SECTION-B****UNIT-I**

9. Draw a diagram to illustrate communication process. Discuss the effectiveness of different channels.
10. Discuss in detail the seven C'S of business Communication along with barriers to communication.



**UNIT-II**

11. What are different strategies to improve writing and reading skills?
12. Discuss the role played by written messages in communication. Discuss components of effective listening.

**UNIT-III**

13. Compare and contrast oral presentation, written messages and online communication. What are advantages and disadvantages of these?
14. Discuss in detail different types of business letters. Write a specimen press release.

**UNIT-IV**

15. What are good interview taking techniques? What communication techniques you would use to make correct recruitment?
16. Elaborate the concept of a functional Resume based on achievements rather than responsibilities. What is difference between bio data, resume and a CV?

**SECTION-C**

17. The senior member of the Japanese MNC is conducting the interview for recruitment in your country. He is asking for what kind of persons he should look for his organisation in India. What can be regarded as positive behavior and answer of the interviewee towards this that would lead to his recruitment? (Keep in mind the good communication practices while answering this)

**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.**