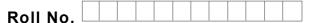
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Total No. of Pages : 02

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.

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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.

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