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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-1)
BUSINESS COMMUNICATION

Subject Code : MBA-106

M.Code : 49006

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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

SECTION-A

1. What is Grapevine?
2. Contrast oral and written communication.
3. What are the business etiquettes?
4. What is a demi official letter?
5. Which precautions do we need to use for ambiguity avoidance?
6. What do we mean by non verbal communication?

SECTION-B**UNIT-I**

7. Write different channels of Business communication. Compare the effectiveness of these channels.
8. Discuss in detail the seven C'S of business Communication along with barriers to communication.



UNIT-II

9. What are different strategies to improve reading skills?
10. Discuss the role played by listening and reading in communication. Discuss components of effective listening.

UNIT-III

11. Compare and contrast verbal and non-verbal communication. What should be a preferable channel for formal communication?
12. Compare and contrast different types of departmental communication.

UNIT-IV

13. What are good public relations? What communication techniques you would use to develop effective public relations?
14. What is difference between Bio data, Resume and a CV? Write a specimen of curriculum vitae?

SECTION-C**15. Case Study :**

In business a variety of training sessions are being conducted by human resource managers for the staff.

Questions :

- a) Draw a simple diagram to illustrate this communication process. (4)
- 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 can be regarded as positive behavior of the interviewee towards his HOD? (4)

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.