

**FACULTY OF MANAGEMENT****M.B.A. I – Semester (CBCS) Examination, May / June 2018****Subject : Business Communication****Paper – MB 105  
Generic Elective - II****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**  
(Short Answer Type)

- 1 Elements of good listening
- 2 Principles of Feedback
- 3 Persuasive speaking
- 4 Structure of Report
- 5 Crisis communication

**PART – B (5 x 12 = 60 Marks)**  
(Essay Answer Type)

- 6 a) Define 'Communication'. What are the different types of Communication?  
**OR**  
b) Identify various barriers of communication. How can they be overcome?
- 7 a) What is Negotiation and write about various approaches to negotiation?  
**OR**  
b) What are the types of Non-verbal Communication?
- 8 a) "Effective speaking plays a vital role in influencing the audience in the process of communication". Discuss.  
**OR**  
b) Write in detail about effective presentation strategies.
- 9 a) What is meant by a Report? What are the different types of Reports?  
**OR**  
b) What is a Business Letter? Prepare a model of business letter of your choice.
- 10 a) "Media plays a dominant role in the process of Communication". Discuss.  
**OR**  
b) Explain the do's and don'ts of crisis communication.

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