

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA(IB) (2015 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. Define communication. Enumerate different modes of communication.
2. What is the difference between formal and informal communication?
3. Listening is a significant part of any communication process. Explain.
4. Give the importance of body language in effective communication.
5. What are the features of departmental communication?
6. Describe the importance of formal communication?

SECTION-B

UNIT-I

7. What is the importance of communication in business? Describe the types of information needed for effective communication.
8. What are the barriers of communication? Describe ways to overcome the barriers.

UNIT-II

9. Enumerate various factors which affect reading. Describe ways for developing effective reading habits.
10. Explain the need and importance of listening in communication. Suggest activities to improve listening skills.

UNIT-III

11. What is group communication? What is the importance of meeting preparations and making minutes of meeting?
12. You have completed a project on 'Social Media for Advertising'. Write the press release report for the project.

UNIT-IV

13. What is the essentials of a good resume? A leading television channel has the vacancy for the position of Area Sales Manager. Write your resume which you would send to the channel.
14. How do group discussions contribute to successful business communication? Explain

SECTION-C

15. **Read the case study about Effective communication and briefly-answer the questions at the end.**

Effective communication skills play a vital role in all aspects of life, be in work or developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experiences, relations and sense of self. Many students who are hardworking, was born in a small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they use to live was surrounded by non-English speaking area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities.

But their major weaknesses were to speak English with perfection. Many of them who went on study in colleges and universities for higher education can't write and speak their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills.

Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college, speaking skills with a polished approach is a must from the student side. If they fail to impress, rejection is very much evident. In order to avoid the pitiable situation, each student has to start working on their speaking skill and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English communication.

Questions :

- a. What are all the environment factors that could affect your communication skills?
- b. Do you agree with this statement "*you are a product of your surroundings*"? Give your comments.
- c. What measures one can follow in order to improve communication skills?
- d. Do you think negative motivation is necessary for enhancing your speaking skills?

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.