

**Code No: R5-11006/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-I Semester Regular Examinations February -2010**

**BUSINESS COMMUNICATION AND SOFT SKILLS**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions  
All questions carry equal marks**

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- 1. What are different barriers to effective communication? Explain how to overcome such barriers to effective communication.**
- 2. Differentiate between writing and reading. Explain about the essentials for effective writing and reading.**
- 3. Comment on the statement, “Jargon creates ambiguity in communication”. Justify your comments on this state explaining about Jargon and ambiguity.**
- 4. Write a short note on Formal and Informal Interviews and explain the influence of ambiance and polemics in interviewing.**
- 5. Explain the involvement of Culture, style and format in effective written communication.**
- 6. Explain various types of technical reports, their formats and essentials of effective report writing.**
- 7. Assuming yourself as a Marketing Manager write a letter to your superior summarizing your Marketing research in a specific region on your desired product.**
- 8. Explain any three among the following:**
  - a. Spoken Vs Written Communication**
  - b. Role of Pitch, Tone and rate of speech in Oral communication**
  - c. Formal Vs Informal Communication**
  - d. Video Conferencing**
  - e. Verbal Vs Non-verbal Communication**