

Paper Code: RMB-107

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M.B.A.
FIRST SEMESTER EXAMINATION, 2016-17
BUSINESS COMMUNICATION

[Time: 3 Hours]

[Max. Marks: 70]

Note: Attempt all questions. All questions carry equal marks.

1. Attempt any two parts of the following: - (7x2=14)
 - (a) Define the term Communication. What are the characteristics of a successful Communication?
 - (b) What are the barriers to communication and how they can be overcome?
 - (c) Explain the types of Communication networks in an organization.

2. Attempt any two parts of the following:- (7x2=14)
 - (a) Explain the term Oral Communication? What are the principles of successful Oral Communication?
 - (b) Explain the importance of Written Communication. What do you understand by the 3x3 writing process?
 - (c) Describe the techniques of Conversation Control

3. Attempt any two parts of the following: - (7x2=14)
 - (a) Write a letter to your client informing him about the delay in shipment of his consignment due to demonetization of Rs. 500 and Rs. 1,000 notes
 - (b) What are the elements of an effective presentation?
 - (c) Explain steps of Writing Business Report

4. Attempt any two parts of the following: - (7x2=14)
 - (a) Prepare a Resume to apply for the vacancy for the post of Marketing Executive of an FMCG sector
 - (b) Explain the Do's and Don'ts of participation in a Group Discussion
 - (c) Explain the impact of technological advancement on Business Communication.

5. Attempt any two parts of the following: - (7x2=14)
 - (a) Explain the concept of Business Etiquette. Write four points each on 'Dinning Etiquette' and 'E-mail Etiquette'.
 - (b) What factors need to be taken care of while planning a business meeting?
 - (c) Prepare a press release of an Annual Charity Event held by your organization.