Printed Pages: 1 **Sub Code: RMBI301**

Paper Id: 293301 **Roll No.** | | | | | | | | | | |

MBA (INTEGRATED)
(SEM -III) THEORY EXAMINATION 2018-19
BUSINESS COMMUNICATION-I

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. Define Business communication.
b. How many types of Communication?
c. What is Written Communication?
d. Explain Listening.
e. How many types of Barriers to communication?
f. What is the use of Hierarchy in communication?
g. Draw communication Channels.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. What is difference between formal and informal communication?
b. How does body language and posture affect communication?
c. What is meant by communication barriers?
d. What do you understand by Understanding communication?
e. Explain the types of Business communication

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a) What is listening? What is its role in the working of an organization?
(b) What are the characteristics of Writing skills?

4. Attempt any *one* part of the following: 7 x 1 = 7

(a) Communication in an organization is multi-dimensional. Comment.
(b) What is feedback? Explain its process.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a) Describe the principles of effective communication 7Cs.
(b) What are the barriers to Listening?

6. Attempt any *one* part of the following: 7 x 1 = 7

(a) What are the roles of Listening in a Business Context?
(b) Communication is the life blood of business. Explain.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) What are the roles of principles of writing?
(b) What are the conventional modes of communication?