Sub Code:KMBI301

Paper Id: 293301 Roll No:

MBA (INT.)
(SEM-III) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION-I

Time: 3 Hours *Total Marks: 100*

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

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Explain characteristics of communication.	2	1
b.	Write a short note on self-mage.	2	1
c.	Define Importance of feedback.	2	2
d.	What do you understand by Networking?	2	2
e.	Discuss about ambiguity and Distortion.	2	1
f.	Write a short note on listening.	2	5
g.	Define upward flow of communication.	2	4
h.	Explain advantage & limitation of sign language.	2	4
i.	Give tips to deal with rumor.	2	1
j.	Write a brief note on silence and Pause.	2	1

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	"Communication is the sum of all things one person does to create understanding in the mind of another" Elucidate.	10	1
b.	Explain upward communication in the context of a business organization. Why it is not very effective in many of the cases?	10	3
c.	What factors would you keep in mind for effective business communication?	10	2
d.	"In business communication courtesy and clarity are as important as conciseness and completeness". Discuss.	10	1
e.	"A good system of communication makes use of both oral as well as written messages". Explain.	10	3

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Briefly explain the principles of successful oral communication.	10	3
b.	Discuss the various methods of communication.	10	2

4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Define non-verbal communication. How is it related to verbal communication?	10	3
b.	Write explanatory notes on body language and paralanguage.	10	4

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5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Explain the considerations for adaptation and selection of words for effective business communication.	10	5
b.	Briefly explain the guidelines for written business communication.	10	5

6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	State the meaning and forms of non-verbal communication.	10	4
b.	Differentiate between oral communication and written communication.	10	5

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Under what circumstances will you, as a manager, prefer written communication over oral communication?	10	4
b.	What are the main barriers of communication? Give suggestions to remove them.	10	1

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