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Printed pages: 02 **Roll No.** | | | | | | | | | | | **Sub Code: RMB107/RMT107**

Paper ID: 7 0 0 7

MBA
(SEM - I) THEORY EXAMINATION 2017-18
BUSINESS COMMUNICATION

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

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Any special paper specific instruction.

SECTION A

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

a. Explain the barriers to listening.
b. Describe 7C's of business communication in brief?
c. How can you nurture a fruitful company grapevine?
d. Define Haptics? Why is it important in communication?
e. What qualities does true communicator possess?
f. What is Employment Communication? Name various components involved in employment communication.
g. Differentiate between Press release and Press Conference?

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SECTION B

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

a. Communication is as essential as anything because nothing can be achieved without it. Elucidate the statement underlining the importance of communication.
b. Define non-verbal communication? Briefly explain various approaches to non-verbal communication.
c. What purpose does memo serve? How an effective memo can be prepared? Also bring out the essential differences between a memo and a letter?
d. In what way technology has impacted business communication? In this context describe the significance of audio-visual media?
e. Explain the business manners of people from different cultures?

SECTION C

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

(a) Which are the basic elements involved in the way of communication? Also clarify the barriers which hinder the process of effective communication?

(b) What is the difference between an issue and a crisis; how do each apply to your organization; and if/when faced with either one, does your frontline know how to react, how to respond and/or how to escalate the situation internally?

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

(a) How would you define effective listening skills? How can listening improve employer-employee relationships?

(b) Explain the 3X3 writing process in business communication? Also confer the term coherence in systematic writing?

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

(a) You have just started a business in textiles, and want to purchase some textile items. Write a letter enquiring into the goods and price to a wholesale dealer.

(b) What according to you is a presentation? List some characteristics of a presentation which distinguish it from a written report.

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

(a) Explain the basic writing guidelines for a resume and job application letter. Also discuss the difference between a CV and resume.

(b) Which are the possible objectives to use group discussions in communication? Also list the advantages and disadvantages of group discussion

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

(a) What do you mean by conference and workshop in communication? Discuss their usability and effectiveness**.**

(b) Explain how to organize a successful meeting? Throw light on the elements that is to be planned prior to a meeting to make it more effective?

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