PAPER ID-311394

Subject Code: KMBN107

Roll No:

# MBA
## (SEM-I) THEORY EXAMINATION 2020-21
## BUSSINESS COMMUNICATION

*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. | What do you mean by Communication? | 2 | 1 |
| b. | What is noise in Communication? | 2 | 1 |
| c. | Define written Communication. | 2 | 2 |
| d. | What is Conversational Control? | 2 | 2 |
| e. | What is the purpose of report? | 2 | 3 |
| f. | Define visual aids. | 2 | 3 |
| g. | What's the purpose of sending SMS? | 2 | 4 |
| h. | Tell in brief about the term teleconferencing. | 2 | 4 |
| i. | How meeting is planned? | 2 | 5 |
| j. | Define Business Etiquettes. | 2 | 5 |

### SECTION B

2. Attempt any *three* of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | State the elements of Communication process. | 10 | 1 |
| b. | Differentiate between Oral and Written Communication. | 10 | 2 |
| c. | What is business letter? Describe the qualities of a good business letter. | 10 | 3 |
| d. | Describe the role of internet for a business enterprise. | 10 | 4 |
| e. | Write a explanatory note on business to business enterprise. | 10 | 5 |

### SECTION C

3. Attempt any *one* part of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | "Communication is the life blood of business." Explain. | 10 | 1 |
| b. | Discuss the Common barriers to effective communication in a organization. | 10 | 1 |

4. Attempt any *one* part of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | What do you mean by writing skills? Why should familiar words be used for effective writing? | 10 | 2 |
| b. | How do non-verbal means of communication add meaning to the message conveyed? | 10 | 2 |

5. Attempt any *one* part of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | Discuss various kinds of business letters. | 10 | 3 |
| b. | Elaborate the need for audio-visual aid used in the organization. | 10 | 3 |

6. Attempt any *one* part of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | Give a sample format of drafting CV's. | 10 | 4 |
| b. | State the role of internet for a business enterprise. with suitable example | 10 | 4 |

7. Attempt any *one* part of the following:

| Qno. | Question | Marks | CO |
|---|---|---|---|
| a. | Explain the purpose and importance of meeting in modern organizations. | 10 | 5 |
| b. | Explain the business etiquette of introducing yourself & others. | 10 | 5 |



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