Sub Code:NMBA017/MBTM017

Paper Id: 910088 Roll No:

MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
COMMUNIACTION FOR MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

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

SECTION A

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

a. Definition of Oral communication.
b. Define Body Language.
c. What is the purpose of communication?
d. How do you differentiate between press release and press conference?
e. Explain Teleconferencing.
f. What do you mean by table etiquettes?
g. What is the role of social media in communication?
h. How many types of business letter?
i. What is a synopsis?
j. Draw the Performa of sales letter.

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. Briefly explain the process of communication.
b. What is an effective communication? Describe the principles of effective communication.
c. Explain sign language in detail.
d. What do you understand by listening? Explain the need listening in business communication.
e. In what order should the experience and education be written in a resume?

SECTION C

3. Attempt any *one* part of the following: 10x1=10

a. Explain the business etiquette of introducing yourself and others.
b. If you are attending an official meeting, what role would you play as a member?

4. Attempt any *one* part of the following: 10x1=10

a. Discuss the types of business reports. Draft the layout the style of report.
b. Company 'A 'want to purchase material from company 'B'.Write business letter on behalf of company 'A' to company 'B'.

5. Attempt any *one* part of the following: 10x1=10

a. Today no executive can survive without learning the art of making presentations. Do you agree? Why?
b. What are visual aids? Explain different kind of visual aids that could be used while delivering a speech.

6. Attempt any *one* part of the following: 10x1=10

a. What are the professional communicator responsibilities?
b. Give the guidelines for preparation of a meeting.

7. Attempt any *one* part of the following: 10x1=10

a. Explain the purpose of their Interview in detail.
b. What are the various categories of information in a resume?

www.aktuonline.com

http://www.aktuonline.com