PAPER ID-311407

Subject Code: NMBA017

Roll No: | | | | | | | | | | | | | |

**MBA**

**(SEM-I) THEORY EXAMINATION 2020-21**

**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**

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|---|---|
| a. | Definition of Communication. |
| b. | Explain paralanguage. |
| c. | What are the types of business reports? |
| d. | Explain Intranet. |
| e. | What are the elements of elements of presentation? |
| f. | How do you manage public relation in corporate scenario? |
| g. | What do you mean by videoconferencing? |
| h. | Draw a Performa of order letter. |
| i. | What is research design? |
| j. | What is audience analysis? |

**SECTION B**

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

| | |
|---|---|
| a. | "Communication is the life blood of business." Explain. |
| b. | Explain the principles of effective communication. |
| c. | Nonverbal communication is complimentary to verbal communication. Elaborate. |
| d. | What is meant by listening? How does it differ from hearing? |
| e. | A successful job application is the first step to ones, career. Elaborate the statement. |

**SECTION C**

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

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|---|---|
| a. | What is oral presentation? Why are oral presentation needed? |
| b. | What do you understand by writing skills? What are the steps for developments of writing skills? |

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

| | |
|---|---|
| a. | What types of skills are required of the secretary of a meeting? |
| b. | What is the difference between conferences and meetings? |

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

| | |
|---|---|
| a. | Do you think the use of visual aids enhances the quality of the presentation? How? |
| b. | What do you mean by writing a report? What is the process of writing a report? |

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

| | |
|---|---|
| a. | Which factors should be kept in mind while preparing the order letter? |
| b. | Write an explanatory note a business to business etiquette. |

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

| | |
|---|---|
| a. | What do you mean by corporate communication? Explain the components of corporate communication. |
| b. | What are the responsibilities of an Interviewer? |