S.No. : 279 MBA 3108

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37208 Roll No. 1 2 2 0 6 7 5 1 1 1

Integrated MBA Examination 2023-24

(Even Semester)

ESSENTIALS OF BUSINESS COMMUNICATION

Time : Three Hours] *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : 8×1=8

   (a) Name 7C's of communication.

   (b) What are the different types of interviews?

   (c) Define listening.

   (d) What is para language?

   (e) What is report?

   (f) Name the types of business letter.

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(g) Name the elements of presentation in communication.

(h) What is notice?

SECTION – B

2. Attempt any two parts of the following : 2×6=12

(a) "Communication means the process of passing information and understanding from one person to another". Explain.

(b) Define the principles of successful oral communication.

(c) Define report and its kinds.

(d) Why business etiquettes is important at workplace?

SECTION – C

Note :– Attempt all questions. Attempt any two parts from each questions. 8×5=40

3. (a) Discuss the role of SMS, e-mail and video conferencing in communication.

(b) What are the main barriers of communication? Give suggestions to remove them.

(c) Write short notes on the following :

(i) Sign language

(ii) Proxemics

4. (a) What are the essential of a good listener? What is the importance of listening ability in business communication?

(b) What do you mean by clarity in writing? Why is it important? Discuss.

(c) "A good system of communication makes use of both oral as well as written messages". Explain.

5. (a) Define business letter and its types used in the organisation.

(b) What are the essentials of a good report?

(c) What is business ease of business communication? Describe its types.

6. (a) Discuss the ways in which someone can start a presentation in meetings?

(b) What is meeting? Describe minutes of meeting.

(c) What is a press release? Define its purpose in business communication.

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