

2018
MBA
MBA 1.7
BUSINESS COMMUNICATION

Full Marks:70

Time :3 hours

The figures in the margin indicates full marks for the questions

Section A

Answer any 5 questions

2x5=10

1. What is the meaning of business communication ?
2. What is the difference between verbal and non verbal communication ?
3. Why negotiation is necessary in business communication ?
4. How does a memo differ from a letter ?
5. What is report writing ?
6. What is telephone etiquette ?
7. What is minutes of a meeting ?

Section B

Answer any 5 questions

5x4=20

1. Discuss the importance of eye contact in attending an interview ?
2. Write short notes on powerpoint presentation ?
3. Give some important characteristics of effective writing in business ?
4. Discuss gateways in business communication?
5. Discuss the barriers in the process of communication ?
6. Explain defective body posture with example ?

Section C

Answer any 3 questions

3x8=24

Write notes on any 3

1. The differences and various advantages of using e-mail , messenger and whatsapp in business communication.

2. Difference between business letter and personal letter and various types of business letters.
3. Advantages and disadvantages of using pictures, signs symbols in business communication.
4. creativity in business communication ?

Section D compulsory questions

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1. Effective communication should be developed through trust, transparency, credibility and sticking to the commitments. Therefore these are very important while communicating. Effective communication is driven through loyalty and trust of the people.

In the above statement

- (a) what do you understand by trust and transparency ? 4
 - (b) What is the purpose of effective communication ? 4
2. The most important ongoing communication practice is face-to-face communication. "When you were small, just five people, face-to-face communication was enough. As you have grown in size and number of locations, communication by necessity has become more formal. But you still prefer to communicate face-to-face."
- (a) Do you agree with the above statement ? Explain with example ? 8
