

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]
(2123)

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MBA 1st Semester Examination
Communication for Management (N.S.)
MBA-105

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.]

Note : The question paper contains three sections in all, Section A, B, C. In Section-A, all questions are compulsory. Section-B contains six questions out of which student have to answer any four. Section-C contains four questions out of which student have to answer any two.

SECTION - A

1. Write short notes on the following:

- (i) Importance of Communication
- (ii) Define Intranet
- (iii) Importance of 'Objective' in CV
- (iv) Group Discussion
- (v) Interpersonal Communication
- (vi) Principles of Written Communication
- (vii) Qualities of an Effective Communicator
- (viii) Business Letters
- (ix) Mobile Communication
- (x) 7 C's of Communication.

(2×10=20)

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SECTION - B

2. Differentiate between telephoning and teleconferencing.
3. Discuss the role of communication in business organisations.
4. Why an 'e-mail' is an important and popular form of effective communication? Explain.
5. Under what circumstances would you prefer to deliver a message orally rather than in writing? Why?
6. What is the importance of language in communication?
7. Discuss in detail the barriers to effective communication.

(4×5=20)**SECTION - C**

8. The business world has become a global village after the invention of modern information and communication technologies. In this scenario, bring out the impact and influence of the following technologies in modern business world:
 - (a) Intranet
 - (b) Internet
 - (c) E-mail
 - (d) SMS
9. What is report writing? What are the qualities of good reporting? Discuss different kinds and objectives of Report Writing.
10. Define skimming and scanning. Are these the only methods/ strategies to read a text quickly and effectively?
11. "Modern business requires modern technology." Explain the statement in context of growing role and impact of modern technology in business communication.

(2×10=20)