

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2064)

14869

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 : Section A—All questions are compulsory.
Section B—Answer any four. Section C—Answer any two.

SECTION - A

1. Define and classify communication.
2. Psychological barriers in communication.
3. Hearing Vs Listening.
4. Significance of Paralanguage.
5. What is a report?
6. Importance of communication in management.
7. Format of a memo.
8. Layout of a business letter.
9. Meetings and minutes of meetings.
10. What is designing a presentation? (2×10=20)

SECTION - B

1. Explain the process of communication.

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2. Discuss the principles of successful oral communication.
3. Explain the case method of learning.
4. How does visual support aid an effective presentation?
5. What are the different types of business letter?
6. What are the 7C's of communication. (4×5=20)

SECTION - C

1. A successful job application is the first step to one's career. Elaborate the statement. What are the types of interview?
2. How does effective written communication help you at work and state the benefits associated with it?
3. A manufacturing company proposes to start a welfare centre for its employees. The personnel office has been asked to make a report presenting a plan for the centre. Write the report.
4. What are the essentials to conduct an effective meeting? (10×2=20)