

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]
(2063)

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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 contain three sections in all, sections A, B, C. In section A, all questions are compulsory. Section B contain six questions, out of which student has to answer any four. Section C contain four questions, out of which student has to answer any two.

SECTION - A

1. Write short notes on the following:

- (i) Intranet
- (ii) Characteristics of Oral Communication
- (iii) Body Language
- (iv) Group Discussion
- (v) Role of Internet in Communication
- (vi) 7C's of communication
- (vii) Teleconferencing
- (viii) Seminars
- (ix) Visual aids
- (x) Business Etiquettes.

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SECTION - B

2. Discuss in detail the essentials of effective communication. (5)
3. What do you understand by business letters? (5)
4. How is communication managed by teams in collaborative work in organisations? (5)
5. Discuss in detail the barriers to effective communication. (5)
6. Explain the various channels of communication in business organisations. (5)
7. Discuss in detail the elements of presentation. How does appearance and posture add to effective presentation? (5)

SECTION - C

8. What are the key components of communication process? Explain each component in detail. Distinguish between formal and informal communication. (10)
9. What do you understand by case Method of Learning? Describe the different types of cases. Explain the behavioural approach of case analysis. (10)
10. "Business report writing is basically made for clarity in communication so as to assets in decision making". Explain. What steps should be followed in writing business reports for effective decision making? (10)
11. "Modern business requires modern technology". Explain in context of growing role and impact of modern technology in business communication. (10)