

[Total No. of Questions - 11] [Total No. of Printed Pages - 2]
(2124)

1813 JFC

MBA 1st Semester Examination
Communication for Management (NS)
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. Sections-B contains six questions out of which student have to answer any four. Sections-C contains four questions out of which student have to answer any two.

SECTION - A

1. Write short notes on the following:

- (i) Barriers in Communication.
- (ii) 7 C's of Communication.
- (iii) Non-Verbal Communication.
- (iv) Teleconferencing.
- (v) Types of Interview.
- (vi) The place of SMS in communication.
- (vii) Business Etiquettes.
- (viii) How to write an e-mail?.
- (ix) Purpose of communication.
- (x) Impact of Internet on communication.

(20)

[P.T.O.]

SECTION - B

2. Explain your understanding of the term 'non-verbal communication' and use examples from your own experience to illustrate the main points. (5)
3. Describe the similarities and differences between face-to-face oral communication and using the telephone. (5)
4. Identify and explain the techniques of effective listening. Also discuss the barriers to effective listening. (5)
5. Why is written communication a valuable personal and professional skill? (5)
6. What are the main advantages oral communication has over written communication for most day-to-day, routine business? (5)
7. What, are the general and specific objectives of oral communications in business? (5)

SECTION - C

8. Enumerate need and importance of report writing. Also discuss the procedure of writing a report. (10)
 9. What are the types of business letter? Explain the essential characteristics of a business letter. (10)
 10. What are the modes of non-verbal communication? Explain the advantages and disadvantages of non-verbal communication with suitable examples. (10)
 11. "Never mix business with personal matters—it just leads to damaged relationships, poor business decisions, or both." In what ways might this be a fair statement? In what ways is it unwise advice? (10)
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