

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2125)

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**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 :** Section A: All the questions are compulsory.

Section B: Answer any four.

Section C: Answer any two.

**SECTION - A**

1. Give the importance of Business communication.
2. Explain the oral media tools.
3. What is listening?
4. Essentials of a business letter.
5. Note an reading techniques of a case.
6. Significance of the 7C's.
7. What is Business Etiquette?
8. How does one frame the objectives of a report?
9. What is an interview?
10. Seminars, workshops and conferences. (2×10=20)

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**SECTION - B**

11. How dose written communication differ from oral communication? (5)
12. State the impact of technology on business communication. (5)
13. Explain the barriers & gateways in communication. (5)
14. Discuss the case analysis approaches. (5)
15. What is the structure of a business report? Explain with illustration. (5)
16. Elucidate the considerations in preparing an oral presentation. (5)

**SECTION - C**

17. "Business communication is the life blood of any organisation." Explain. What is the role of non-verbal communication for effective communication? (10)
18. How will one develop a wider perspective by listening accurately? (10)
19. What are the essential qualities of a good business letter and also discuss the planning of the letter contents? (10)
20. "Seeing is believing". Discuss the statement keeping in view the benefits associated with effective presentation skills. (10)