

(Please write your Exam Roll No.)

Exam Roll No. 044

END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER - 2012

Paper Code: MS 111/MSP 201

Subject: Business Communication

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions. All questions carry 12 marks each.

- Q1. What do you understand by 'Communication Process'? Explain barriers and gateways to communication.
- Q2. How would you prepare yourself for oral business presentation? Suggest ways following which one can become an effective listener.
- Q3. Write short notes on:
(a) Negotiation process and its management by effective communication skills.
(b) Effective email etiquette.
- Q4. Discuss importance of effective team communication skills and ways in which it can be developed. Mention merits & demerits of a team.
- Q5. Write short notes on:
(a) Importance of body language and gestures in cross-cultural communication.
(b) Impact of technology on business communication.
- Q6. Discuss need of ethics in business communication. What are guidelines that an organization should follow to fulfill its responsibility towards ethical business communication.
- Q7. What are various mass communication and promotional strategies adopted by organization? Discuss issues in business communication that lead to legal consequences.
