

END TERM EXAMINATION

FIRST SEMESTER [MBA] DEC.2014 - JAN.2015

Paper Code: MS-111

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions.

- Q1 "Communication is a one way process". Do you agree with the statement? How to make it two way process? Briefly explain the communication process by highlighting the various barriers in the way of communication. Give suitable examples. (12)
- Q2 (a) Discuss the importance of Business Communication. (6)
 (b) What are principles of good communication? Elucidate them with examples. (6)
- Q3 (a) Explain various types of reports involved in Business Communication. Give examples of these various reports. (6)
 (b) How to write an effective public speech? What precautions are involved at the time of Speech writing? (6)
- Q4 As a head of business organization, you are required to call a meeting of your employees to discuss how to overcome the problem of absentism in the organization. Draft: (6x2=12)
 (a) A notice for convening a meeting.
 (b) Minutes of the meeting.
- Q5 Write notes on the following:- (6x2=12)
 (a) Communicating in teams, rules and precautions to be followed.
 (b) Principles of effective listening.
- Q6 As a class representative of MBA class you have to make a proposal for conducting an Educational cum-Excursion tour for Goa during winter break. Draft a proposal to be submitted to the Dean/Director of your institute.
 Note: Make necessary assumptions for writing such a proposal. (12)
- Q7 (a) What is Cross-Cultural Communication? Give examples of the same. (6)
 (b) Discuss the role of technology in Business Communication. (6)
- Q8 (a) What is a Press release? Draft Press release with respect to any event organized recently by your institute. (6)
 (b) What are steps involved in negotiation process? What are essentials of effective negotiation? Give examples. (6)
