

END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER 2015

Paper Code: MS111

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain in brief the Communication Process. What are the various barriers in the way of Communication? Explain how to overcome these barriers? (15)
- Q2 Explain in brief principles of effective written communication. Write a commercial letter to all your dealers and distributors informing them about the importance of quality to be maintained when you are manufacturer of passenger car. Make required assumptions at the time of drafting such a letter. (15)
- Q3 (a) What are the steps involved in report Writing? Enumerate these steps with a brief explanation of each step. (7.5)
(b) How to prepare minutes of meetings? A meeting of all faculty members of school of management has been held on Nov 15, 2015 by the Dean of the school to discuss program of classes, completion of course curriculum, attendance of students etc. Draft minutes of the meeting held. (7.5)
- Q4 Write notes on the following:- (2x7.5=15)
(a) How to prepare a CV and application letter?
(b) How to face employment Interviews?
- Q5 (a) What are Press Releases? Your Institute has recently held a seminar on "Swachh Bharat Campaign-its challenges involved" in which you invited several esteemed dignitaries. What can be the press release for such an event? Make necessary assumptions to write a press release.(7.5)
(b) How Press Releases are different from Public Relation? Explain with the help of examples. (7.5)
- Q6 What is Negotiation Process? What steps are involved? How can it be managed? Give examples. (15)
- Q7 (a) Write a note on Cross-cultural dimensions of Business Communication. (7.5)
(b) Explain in brief ethical and legal issues in Business Communication.(7.5)
- Q8 What is the importance of Non-Verbal Communication? Explain its various types and their importance. Give examples to illustrate your answer. (15)
