

# END TERM EXAMINATION

FIRST SEMESTER [MBA] DECEMBER 2016 – JANUARY 2017

Paper Code: MS-111

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What is communication? Differentiate between formal and informal communication. How will your communication skills contribute to your company's success?
- Q2 Discuss why we have difficulty in listening well. Describe an annoying phone practice that you observed or experienced and explain how it can be improved.
- Q3 How has cultural diversity contributed to the increased importance of intercultural communication? Differentiate between high context and low context cultures.
- Q4 Why do you have to limit your scope when planning an oral presentation? How does the delivery method of impromptu speaking differ from the delivery method of speaking from notes?
- Q5 Is effective communication and ethical communication the same thing? Is it ethical to use cartoons to promote a product or target children who are too young to understand that they are being targeted?
- Q6 You want to pursue an online programme that will help you at work. The course fee is high and you want your company to bear some percent of the cost. Your manager asks you to write a proposal and submit it to him through email. Prepare the mail.
- Q7 What are press releases? How are they different from advertisements? Prepare a press release for a new course launched by a renowned university.
- Q8 Write short notes on:-  
(a) Newsletters  
(b) Employment Interviews

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