

Printed Pages : 4



MAM201

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 293208**

Roll No.

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**MAM**

**(SEM. II) THEORY EXAM. 2014-15**  
**MANAGERIAL AND THIN COMMUNICATION**  
**SKILLS-I**

Time : 3 Hours]

[Total Marks : 100

**Note :** Attempt the questions from each section, as per given instructions.

**SECTION-A****Q1.** Attempt any *four* questions of the following : 5x4=20

- Discuss the features of an interview letter.
- Is communication an Art or a Science?
- Explain the features of a sales letter.
- Explain the principles of communication.

**Q6.** What do you mean by body language and manners with reference to public speaking?

OR

What is an agenda? Why is it necessary? What points should be kept in mind while drafting an agenda?

**Q7.** What are minutes? State the statutory provisions relating to minutes.

OR

Clearly explain the barriers of communication.

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- e) Discuss the grapevine communication.
- f) What does complaint mean?

### **SECTION - B**

**Q2.** Attempt any *three* questions of the following : 10x3=30

- a) What do you mean by communication? Discuss the importance of business communication.
- b) Clearly explain the objectives of communication.
- c) What is a business letter? Clearly discuss the parts of a business letter.
- d) Explain the layouts of business letter.
- e) What do you mean by persuasive letter? Discuss the steps and principles of a persuasive letter.

### **SECTION - C**

**Note :** Attempt all of the following questions : 10x5=50

**Q3.** What is a sale letter? Clearly discuss the structure of a sales letter.

OR

Clearly explain the objectives and functions of a sales letter.

**Q4.** What do you understand by complaints and adjustments? Also discuss the features of them.

OR

Clearly explain the classifications of adjustment letters.

**Q5.** What is a circular letter? What are the main objectives of writing a circular letter?

OR

Draft a circular letter for admitting a new partner in your company.