

Printed Pages : 3



BM-105

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

PAPER ID : 293110

Roll No.

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

M. B. A.

(SEM. I) (ODD SEM.) THEORY
EXAMINATION, 2014-15
BUSINESS COMMUNICATION

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) This paper is in 3 sections. There are a total of 7 questions in all the sections. Section A carries 20 marks, Section B carries 30 marks and Section C carries 50 marks.
 - (2) Attempt all sections. Marks are indicated against each question.

SECTION A

- 1 You are required to answer **ALL** the parts of **(2×10 =20)** this question.
 - a. Explain the types of Communication.
 - b. What is the importance of communication in management ?
 - c. What do you mean by a group discussion ?
 - d. Explain the role of listening in oral communication.
 - e. Give the layout of a business letter.
 - f. Why is written communication more authentic ?

293110]

1

[Contd...

- g. What do you mean by corporate communication ?
- h. What do you understand by minutes and resolutions of meetings ?
- i. Explain non-verbal communication.
- j. What do you mean by public relations ?

SECTION B

- 2** Attempt any **THREE** parts of the following : **(3×10=30)**
- a. “Communication in an organization is multi-directional.” Discuss the statement by explaining the channels of communication.
 - b. How do preciseness and conciseness influence writing ? Discuss.
 - c. How should the interviewer conduct the employment interview ? Discuss.
 - d. What is meant by minutes of a meeting ? Discuss the points which should be kept in mind while writing the minutes of a company’s meetings.
 - e. Explain the various components of corporate communication.

SECTION C

(Attempt all questions. Every question has a choice. You are required to attempt any 1 part out of the two choices)

- 3** Attempt any **ONE** out of the following : **(1×10=10)**
- a. What do you mean by communication and Explain 7 C’s of communication.
 - b. Differentiate between formal and informal communication. Why is informal communication used in modern organizations ?

- 4 Attempt any **ONE** out of the following : **(1×10=10)**
- a. What preparations have to be done on the part of the interviewer and interviewee for an interview ?
 - b. What do you mean by business letters ? Explain the various types of business letters.
- 5 Attempt any **ONE** out of the following : **(1×10=10)**
- a. “For effective writing concrete and forceful words should be used”. Comment.
 - b. “A good system of communication makes use of both oral as well as written messages”. Discuss.
- 6 Attempt any **ONE** out of the following : **(1×10=10)**
- a. What is a presentation ? Discuss the format/structure of an oral presentation.
 - b. Explain in brief the various rules of business to business etiquettes.
- 7 Attempt any **ONE** out of the following : **(1×10=10)**
- a. Define corporate communication. Explain the various tools of public relations.
 - b. Explain the role of Social media in communication.
-