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Sub Code: RMB107/RMT107

Paper ID: 7 0 0 7

**MBA**  
**(SEM - I) THEORY EXAMINATION 2017-18**  
**BUSINESS COMMUNICATION**

**Time: 3 Hours****Total Marks: 70**

**Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.  
 2. Any special paper specific instruction.

**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- Explain the barriers to listening.
  - Describe 7C's of business communication in brief?
  - How can you nurture a fruitful company grapevine?
  - Define Haptics? Why is it important in communication?
  - What qualities does true communicator possess?
  - What is Employment Communication? Name various components involved in employment communication.
  - Differentiate between Press release and Press Conference?

**SECTION B**

- 2. Attempt any three of the following: 7 x 3 = 21**
- Communication is as essential as anything because nothing can be achieved without it. Elucidate the statement underlining the importance of communication.
  - Define non-verbal communication? Briefly explain various approaches to non-verbal communication.
  - What purpose does memo serve? How an effective memo can be prepared? Also bring out the essential differences between a memo and a letter?
  - In what way technology has impacted business communication? In this context describe the significance of audio-visual media?
  - Explain the business manners of people from different cultures?

**SECTION C**

- 3. Attempt any one part of the following: 7 x 1 = 7**
- Which are the basic elements involved in the way of communication? Also clarify the barriers which hinder the process of effective communication?
  - What is the difference between an issue and a crisis; how do each apply to your organization; and if/when faced with either one, does your frontline know how to react, how to respond and/or how to escalate the situation internally?
- 4. Attempt any one part of the following: 7 x 1 = 7**
- How would you define effective listening skills? How can listening improve employer-employee relationships?
  - Explain the 3X3 writing process in business communication? Also confer the term coherence in systematic writing?

- 5. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) You have just started a business in textiles, and want to purchase some textile items. Write a letter enquiring into the goods and price to a wholesale dealer.
  - (b) What according to you is a presentation? List some characteristics of a presentation which distinguish it from a written report.
- 6. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Explain the basic writing guidelines for a resume and job application letter. Also discuss the difference between a CV and resume.
  - (b) Which are the possible objectives to use group discussions in communication? Also list the advantages and disadvantages of group discussion
- 7. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) What do you mean by conference and workshop in communication? Discuss their usability and effectiveness.
  - (b) Explain how to organize a successful meeting? Throw light on the elements that is to be planned prior to a meeting to make it more effective?