



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

PAPER ID : 270131

Roll No.

1	4	0	3	2	7	0	0	9	3
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M. B. A.

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

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

PART - I

- 1 Answer any five of the following in about 250 words : 5×4=20
- (a) What do you mean by encoding and decoding of messages? Give an example.
 - (b) What is a grapevine? Explain its importance in business communication.
 - (c) What do you understand by space language? What role does it play in business relationships?
 - (d) What is an office memo? What purpose does it serve?
 - (e) What are the characteristics of a good team leader?
 - (f) Differentiate between a minutes and an agenda. What are the skills required for preparing a minutes?

270131]

1

[Contd...

PART – II

- 2 Answer any two of the following questions : $2 \times 15 = 30$
- (a) You are the sales manager of a furniture manufacturing firm. Write a letter of apology to the retailer for being late in delivery of some items of furniture.
- (b) IndusInd Bank has given the following newspaper advertisement recently.

We, the IndusInd Bank are the fastest growing new generation private sector bank in India and we are looking to acquire talented individuals to further expand our operations in Uttar Pradesh.

Current Openings

Management Trainee: Marketing, Finance
Executive: Back Office Operations
Executive: Front Office CRM
Qualification: MBA / PGDM Freshers

Send your resume along with covering letter to

The HR Manager (IndusInd Bank),
FF-201, Lekhranj Plaza,
Faizabad Road, Lucknow- 226021

Prepare a resume to be sent against this advertisement.

- (c) Bring out precisely the basic structure of a business report. Also elucidate the precautions to be taken while preparing a business report.

PART – III

Answer all the five questions : $5 \times 10 = 50$

- 3 (a) Discuss the importance and role of communication in modern business organizations. What are the unique advantages of the written communication in business?

OR

- (b) "How do you speak is more important than what do you speak" ? Comment.