

MBA
(SEM-I) THEORY EXAMINATION 2018-19
COMMUNICATION FOR MANAGEMENT

Time: 3 Hours**Total Marks: 100**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20
- What is communication?
 - What are the types of communication in an organization?
 - What are the types of interviews?
 - What is Paralanguage in nonverbal communication?
 - What are the advantages of written communication?
 - What are the parts in a business letter?
 - What is the purpose of a memorandum?
 - Give some examples of visual aids?
 - What is meant by corporate communication?
 - Define the importance of media in communication?

SECTION B

2. Attempt any *three* of the following: 10 x 3 = 30
- Why is communication important in management?
 - What is group discussion? What is the objective of group discussion?
 - What are the main advantages of written communication?
 - Define the elements of presentation in business communication?
 - Explain the importance of corporate communication?

SECTION C

3. Attempt any *one* part of the following: 10 x 1 = 10
- Explain the 7 C's of effective communication.
 - Define the process of preparing interview.
4. Attempt any *one* part of the following: 10 x 1 = 10
- Why intercultural communication is important in business?
 - Define business letter. What are different types of letters?
5. Attempt any *one* part of the following: 10 x 1 = 10
- Explain the components of body language?
 - Is corporate communication different from public relations? Explain.
6. Attempt any *one* part of the following: 10 x 1 = 10
- Explain the basic principles of effective written communication.
 - What is netiquette? What is the golden rule of netiquette?
7. Attempt any *one* part of the following: 10 x 1 = 10
- Write your responsibilities as a professional communicator.
 - Explain business meeting. Define the purpose of business meeting