

[May-17]

[MPDBA-103A/MPDHR-103A]
MBA(GEN & HRM) Degree Examination

I SEMESTER

BUSINESS COMMUNICATION
(Effective from the admitted batch 2015-16)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **Five** of the following: (5x4=20)
- a) Objectives of communication
 - b) Semantic barriers
 - c) Types of listening
 - d) What is rumor?
 - e) What is proposal?
 - f) Standard letter
 - g) Circular
 - h) Electronic meeting

SECTION-B

Answer all questions

(5x10=50)

2. a) What are the principles of effective communication. Explain with suitable examples

OR

- b) What is the role of effective communication in business organizations?
3. a) Why nonverbal communication is important in business organizations? List any five features of nonverbal communication and explain them

OR

- b) What criteria are important in effective oral presentation? Explain with suitable examples
- 4. a) Explain the importance of Business Correspondence? How to plan and organize persuasive messages

OR

- b) State the essential contents of a sales letter
- 5. a) What is report? Explain its purpose and contents

OR

- b) Draft a letter of application with a resume for any vacant post of your choice
- 6. a) Explain in detail about how to organize a successful business meeting

OR

- b) Explain the role of a chair person in conducting a successful business meeting

[26,27/I S/217]