

**MBA**  
**(SEM I) THEORY EXAMINATION 2018-19**  
**BUSINESS COMMUNICATION**

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**
- a. Define the concept of business communication.
  - b. What are the types of communication in organization?
  - c. What is conversation control?
  - d. What is the role of effective listening?
  - e. What are the differences between positive and negative messages?
  - f. What is presentation?
  - g. Define employee communication.
  - h. What is the benefit of video conferencing?
  - i. What is a small group in communication?
  - j. What are the steps to conduct a meeting?

**SECTION B**

- 2. Attempt any three of the following: 10 x 3 = 30**
- a. What are the characteristics of successful communication?
  - b. Discuss the principles of oral communication.
  - c. Explain the differences between business letters and business reports.
  - d. Describe the different types of employee communication.
  - e. Write the importance of media management in business communication?

**SECTION C**

- 3. Attempt any one part of the following: 10 x 1 = 10**
- (a) Write the importance of communication in management.
  - (b) Identify and discuss the basic elements of communication process?
- 4. Attempt any one part of the following: 10 x 1 = 10**
- (a) What are the differences between oral communication and written communication?
  - (b) What is electronic writing process in business communication?
- 5. Attempt any one part of the following: 10 x 1 = 10**
- (a) What are the objectives of report writing? Explain the format of formal report writing.
  - (b) You are a sales representative for your company. Write a letter to XYZ Enterprises, introducing one of your new products or services. Be sure to give important details about your product/service.

6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) How technological advancement will effect on business communication?
  - (b) What are the skills required for group discussion in employment?
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain the types of business etiquettes.
  - (b) Define the role of organizers, chairperson, speakers and audience to make seminar effective.

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