

Paper Id: Roll No:

MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
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**

Qno.	Question	Marks	CO
a.	Discuss elements of communication.	2	1
b.	Discuss Mass Communication and its importance.	2	1
c.	Elaborate two sides of Oral Communication.	2	2
d.	State the importance of Coherence in writing.	2	2
e.	What is Electronic Writing Process?	2	3
f.	What do you mean by Clarity in Writing? Why is it important? Discuss.	2	3
g.	Discuss Intranet and its utility in an organization.	2	4
h.	Define Teleconferencing and its objective?	2	4
i.	Define Press release and its purpose.	2	5
j.	Discuss Media management with suitable example.	2	5

SECTION B**2. Attempt any three of the following: 3 x 10 = 30**

Qno.	Question	Marks	CO
a.	Define Communication. Discuss various characteristics of successful communication.	10	1
b.	Explain Kinesics. Discuss its significance in oral communication.	10	2
c.	Explain presentation and its various elements with example.	10	3
d.	Discuss different skills which are essentially required for effective Group Discussion.	10	4
e.	Define the terms 'conference' and 'seminar'. Discuss their significance in the present business set-up.	10	5

SECTION C**3. Attempt any one part of the following: 1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Discuss Communication Structure in an organization with suitable examples.	10	1
b.	Define Noise. Discuss different types of Barriers to communication.	10	1

4. Attempt any one part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss different principles of successful oral communication	10	2
b.	What is 3X3 Writing Process? Discuss its requirement in effective writing.	10	2

Paper Id: Roll No: **5. Attempt any *one* part of the following:****1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Report. Discuss its types and steps to make it more effective.	10	3
b.	You are a sales manager of a furniture manufacturing firm. Write a letter of apology to the retailer for being late in delivery of some furniture items.	10	3

6. Attempt any *one* part of the following:**1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Interview. Suggest the guidelines to be followed before, during and after the interview.	10	4
b.	What is Group Discussion? Discuss Do's and Don'ts of effective Group Discussion.	10	4

7. Attempt any *one* part of the following:**1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Define Business Etiquettes. Discuss different types and importance of these etiquettes in present scenario.	10	5
b.	Differentiate between Press release and Press report. State the essentials of a good Press release.	10	5

Paper Id:

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MBA
(SEM-I) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION

Time: 3 Hours**Total Marks: 70****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 7 = 14**

a.	Define Communication and its process.
b.	Discuss two sides of effective oral communication.
c.	Define Persuasive Letter and its purpose in business.
d.	Define videoconferencing.
e.	Write different objectives of a Meeting.
f.	Define Memo and its purpose in an organization.
g.	Differentiate between a press release and a press report.

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

a.	Define Communication and its objectives in business.
b.	Discuss important features of effective writing.
c.	Write a note on the importance of Advanced Visual Support in presentation.
d.	Write a note on the importance of any two of the following: 1. Haptics 2. Proxemics 3. Audience analysis 4. Paralinguistic features
e.	What do you mean by Seminar and Conference? Discuss their importance in the present age.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

(a)	Discuss 7C's of Business Communication in detail.
(b)	Define Noise. Discuss different Barriers to Communication. Suggest how to overcome them.

4. Attempt any one part of the following: 7 x 1 = 7

(a)	What is a Report? Discuss important features of a good business report.
(b)	What is 3X3 writing process? Discuss in detail.

5. Attempt any one part of the following: 7 x 1 = 7

(a)	Define Presentation and its various types. Suggest the steps for effective presentation.
(b)	What do you mean by a Sales Letter? What points are kept in mind while drafting a Sales letter? Give a specimen.

6. Attempt any one part of the following: 7 x 1 = 7

(a)	What do you mean by Group Discussion? Discuss Do's and Don'ts of effective Group Discussion.
(b)	Draft a Resume for the post of Sales Manager in a marketing company. Invent necessary detail yourself.

7. Attempt any one part of the following: 7 x 1 = 7

(a)	Summarize dos and don'ts of Business Etiquettes.
(b)	Discuss different objectives of Meetings? Discuss the steps to plan a successful business meeting.

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) 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.

Paper Id:

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Roll No:

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MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
COMMUNIACTION FOR MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Definition of Oral communication.
 - b. Define Body Language.
 - c. What is the purpose of communication?
 - d. How do you differentiate between press release and press conference?
 - e. Explain Teleconferencing.
 - f. What do you mean by table etiquettes?
 - g. What is the role of social media in communication?
 - h. How many types of business letter?
 - i. What is a synopsis?
 - j. Draw the Performa of sales letter.

SECTION B

- 2. Attempt any three of the following: 10x3=30**
- a. Briefly explain the process of communication.
 - b. What is an effective communication? Describe the principles of effective communication.
 - c. Explain sign language in detail.
 - d. What do you understand by listening? Explain the need listening in business communication.
 - e. In what order should the experience and education be written in a resume?

SECTION C

- 3. Attempt any one part of the following: 10x1=10**
- a. Explain the business etiquette of introducing yourself and others.
 - b. If you are attending an official meeting, what role would you play as a member?
- 4. Attempt any one part of the following: 10x1=10**
- a. Discuss the types of business reports. Draft the layout the style of report.
 - b. Company 'A' want to purchase material from company 'B'. Write business letter on behalf of company 'A' to company 'B'.
- 5. Attempt any one part of the following: 10x1=10**
- a. Today no executive can survive without learning the art of making presentations. Do you agree? Why?
 - b. What are visual aids? Explain different kind of visual aids that could be used while delivering a speech.
- 6. Attempt any one part of the following: 10x1=10**
- a. What are the professional communicator responsibilities?
 - b. Give the guidelines for preparation of a meeting.
- 7. Attempt any one part of the following: 10x1=10**
- a. Explain the purpose of their Interview in detail.
 - b. What are the various categories of information in a resume?

**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
- a. What is communication?
 - b. What are the types of communication in an organization?
 - c. What are the types of interviews?
 - d. What is Paralanguage in nonverbal communication?
 - e. What are the advantages of written communication?
 - f. What are the parts in a business letter?
 - g. What is the purpose of a memorandum?
 - h. Give some examples of visual aids?
 - i. What is meant by corporate communication?
 - j. Define the importance of media in communication?

SECTION B

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

SECTION C

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

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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**
- a. Explain the barriers to listening.
 - b. Describe 7C's of business communication in brief?
 - c. How can you nurture a fruitful company grapevine?
 - d. Define Haptics? Why is it important in communication?
 - e. What qualities does true communicator possess?
 - f. What is Employment Communication? Name various components involved in employment communication.
 - g. Differentiate between Press release and Press Conference?

SECTION B

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

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Which are the basic elements involved in the way of communication? Also clarify the barriers which hinder the process of effective communication?
 - (b) 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**
- (a) How would you define effective listening skills? How can listening improve employer-employee relationships?
 - (b) 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?

Printed Pages: 4

RMB-107/RMT-107

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

Paper ID : 2289539

Roll No.

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MBA/MBATM

Regular Theory Examination (Odd Sem-I) 2016-17

BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 100

NOTE : 1. Answer all questions from Section - A

2. Answer any three questions from Section - B

3. Answer all questions from Section - C using internal choice

SECTION - A

Write Short Notes on following in not more than 50 to 75 words **(8×2.5=20 marks)**

1. Purposes of Communication
2. Types of Non-verbal Communication
3. KISS Principle of Communication
4. Elements of Presentation
5. Different kinds of report
6. Types of Visual Aid
7. Objective of Video Conferencing

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RMB-107/RMT-107

8. What are Press-Releases?

SECTION - B

Write Notes on following in not more than 100 to 200 words. Attempt 3 out of 5 (30 Marks)

1. Explain the process of Communication. What are the barriers to Communication and how to overcome them?
2. What are different types of Communication and their characteristics? Explain them with examples.
3. Explain the principles of successful oral communication. There are two sides of oral communication. Do you agree ? Give reasons in support of your answer.
4. Write a letter to MCD complaining that lot of garbage has been collected in the vicinity of your society. You want to make request that the said garbage be removed as it is creating pollution hazard.
5. Your college has organized a Seminar on "Impact of Globalization on Indian Economy". Eminent speakers were invited and to give news coverage you want to write a press release. Assume information which is not given make a press release for the same.

SECTION - C

Attempt all 5 questions using internal choice

(50 Marks)

1. Explain the various inter-office communications? Which one is the most important?

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OR

1. What are the most important speaking skills in communication? Explain them in brief.
2. You have found a wristwatch in your college canteen. Prepare a notice for the same to be put up on the college notice-board.

OR

2. Place an order with Usha Sewing Machines for ten sewing Machines. Inform the supplier that the machines are urgently needed by some of your valuable customers. Specify the mode of transport and mode of payment.
3. Draft a job application for the post of an Accounts Officer in a leading MNC, as advertised in a leading national daily. Assume all information that is not provided.

OR

3. What is grapevine? What are its benefits and drawbacks? Discuss the essentials of effective communication with examples.
4. What are the different types of listening? How listening can be improved of the participants in public speaking? Discuss with examples.

OR

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4. What are the points to be kept in mind at the time of writing emails? How SMS are different from emails and what issues and challenges are involved in both types of communication?
5. What are Business Meetings ? How to draft notice of the meeting keeping certain agendas in mind? Once a meeting is over how minutes of the meeting are prepared ? Take an example and accordingly prepare notice of meeting as well as draft minutes of the meeting.

OR

5. What are Business etiquettes ? How to develop them? Discuss it with examples.

Printed Pages : 4

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MBTM-017/NMBA-017

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

Paper ID : 270107

Roll No.

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MBA

(SEM. I) THEORY EXAMINATION, 2015-16

COMMUNICATION FOR MANAGEMENT

[Time:3 hours]

[Total Marks:100]

Attempt all Sections.

PART-I

1. Attempt all parts of the following: (2×10=20)
 - (a) As a interviewer what perceptual error we should try to avoid during an interview.
 - (b) Explain diagrammatically the horizontal pattern of communication in a business enterprise.
 - (c) Give four examples of informational reports.
 - (d) Would you advise selective attention for a manager? Explain.
 - (e) "Listening is the cornerstone of effective communication." Elucidate.

- (f) As a manager, explain how would you use information technology for making communication effective.
- (g) State Full Block form of layout of business letter.
- (h) State the considerations regarding choice of words in writing messages.
- (i) How does correct body language depict positive attitude?
- (j) As a professional what are the various email do's and don'ts you would adhere to when transmitting message through email.

PART-II

Attempt **any five** of the following: (10×5=50)

2. With the help of suitable examples explain what are various barriers to communication? As a manager what measures you would use to overcome them.
3. Suggest practical guidelines which should be followed by an individual for taking an effective part in group discussion?
4. Elucidate on the concept of a business report? Discuss the purpose and the types of business reports.
5. Write an enquiry letter to Mahima Cloth Centre, Allahabad on behalf of Amit Cloth, Dehradun regarding various types of cloth.

6. Enumerate the etiquettes you will observe as a host when you invite clients over business meals.
7. When giving a presentation, what are the techniques you would use for gaining and keeping audience attention?
8. Critically evaluate the role of Social media as a tool to spread information among people by organisation.
9. Enumerate on the various elements of corporate communication.

PART-III

Case Study:

(10×3=30)

You are the General Manager of a large company. After an extensive study of operations, you approved the installation of new machines and a new scheduling system. This investment was expected to result in substantial increase in the productivity and decrease in manufacturing costs. To the surprise of everyone, the productivity has not increased as expected. In fact, productivity has dropped, quality has fallen off and workers' complaints have increased after the installation of new machines.

The representatives of the machine suppliers have thoroughly checked the operations in plant and are satisfied that the plant should operate at peak efficiency. You have reason to believe that new scheduling system may be the subordinates

insist that the new scheduling system is cluprit. But your immediate is operating as intended. Some believe that the drop in productivity is entirely due to workers' psychology. Others feel that lower productivity is caused by a combination of factors such as poor training, poor supervision, lack of financial incentives and poor morale.

Your President called you in the morning and reviewed your production figures for the last quarter. He is concerned that the problem was yours and you and you should resolve this problem without further delay.

Questions:

10. What are the issues in the case?
11. Do you agree with the General manager's approach in introduction of change in the organisation? Give reasons for your answer.
12. As the General manager, what steps will you take to resolve the problem?

—x—

6. Attempt any one out of the following: 1×10=10

- (a) What are the fundamental rules of Business Etiquettes? How should a host and a guest behave in business meals?
- (b) What is a presentation? Why are oral presentations needed? Explain the five star strategy of planning oral presentations.

7. Attempt any one out of the following: 1×10=10

- (a) Define corporate communication. Explain the various tools of public relations.
- (b) Why are press releases issued by companies? What are the essentials of a good press release? Also explain the stages in the preparation of a press release.

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NMBA-017/MBTM-017

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

PAPER ID :270131

Roll No.

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M.B.A

SPL. THEORY EXAMINATION, 2014-15
COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note:** (i) This paper is in 3 sections. There are a total of 7 questions in all the sections. Section A carries 20 marks, Section B carries 30 marks and Section C carries 50 marks.
- (ii) Attempt all sections. Marks are indicated against each question.

SECTION A

1. You are required to answer All the parts of this question. 2×10=20
- (a) Explain the role of Feedback in Communication
 - (b) What are the various elements of communication.

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(1)

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- (c) Explain the various communication Networks.
- (d) What are the advantages of written communication.
- (e) Why are minutes written and maintained?
- (f) What do you mean by agenda.
- (g) Explain the role of social media in communication.
- (h) What are the elements of a business Presentation.
- (i) Explain Grapevine.
- (j) Explain the importance of corporate communication.

SECTION B

2. Attempt any THREE parts of the following $3 \times 10 = 30$
- (a) "In Business communication Courtesy and clarity are as important as conciseness and completeness". Discuss.
 - (b) What are the various types of Interview. Explain the various Do's and Don't of an interview.
 - (c) Write a letter on behalf of M/s Gears India Ltd., Kolkata to M/s RPM Ltd., demanding payment within a fortnight and threatening legal action in event of non-payment.
 - (d) What is a presentation and what points should be kept in mind while designing a presentation.
 - (e) Explain the various components of corporate communication.

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[Contd...

SECTION C

Attempt all questions. Every question has a choice. You are required to attempt any 1 part out of the two choices.

3. Attempt any one out of the following: $1 \times 10 = 10$
- (a) What do you mean by communication and Explain the various Barriers to Communication.
 - (b) Explain the Importance of communication in Management. Also explain the communication process in detail.
4. Attempt any one out of the following: $1 \times 10 = 10$
- (a) What is Oral communication? What are the various principles for successful oral communication?
 - (b) Explain the impact of technological advancements in Business Communication.
5. Attempt any one of the following: $1 \times 10 = 10$
- (a) What do you mean by business reports. Explain its various types and also give the layout of a business report.
 - (b) Explain the various advantages and disadvantages of written communication.

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

PAPER ID : 270131

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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?

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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, Lekhraj 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.

Printed Pages : 3



BM-105

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

PAPER ID : 293110

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M. B. A.

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

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) This paper is in 3 sections. There are a total of 7 questions in all the sections. Section A carries 20 marks, Section B carries 30 marks and Section C carries 50 marks.
 - (2) Attempt all sections. Marks are indicated against each question.

SECTION A

- 1** You are required to answer **ALL** the parts of **(2×10 =20)** this question.
- a. Explain the types of Communication.
 - b. What is the importance of communication in management ?
 - c. What do you mean by a group discussion ?
 - d. Explain the role of listening in oral communication.
 - e. Give the layout of a business letter.
 - f. Why is written communication more authentic ?

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- g. What do you mean by corporate communication ?
- h. What do you understand by minutes and resolutions of meetings ?
- i. Explain non-verbal communication.
- j. What do you mean by public relations ?

SECTION B

- 2 Attempt any **THREE** parts of the following : **(3×10=30)**
- a. “Communication in an organization is multi-directional.” Discuss the statement by explaining the channels of communication.
 - b. How do preciseness and conciseness influence writing ? Discuss.
 - c. How should the interviewer conduct the employment interview ? Discuss.
 - d. What is meant by minutes of a meeting ? Discuss the points which should be kept in mind while writing the minutes of a company’s meetings.
 - e. Explain the various components of corporate communication.

SECTION C

(Attempt all questions. Every question has a choice. You are required to attempt any 1 part out of the two choices)

- 3 Attempt any **ONE** out of the following : **(1×10=10)**
- a. What do you mean by communication and Explain 7 C’s of communication.
 - b. Differentiate between formal and informal communication. Why is informal communication used in modern organizations ?

- 4 Attempt any **ONE** out of the following : **(1×10=10)**
- a. What preparations have to be done on the part of the interviewer and interviewee for an interview ?
 - b. What do you mean by business letters ? Explain the various types of business letters.
- 5 Attempt any **ONE** out of the following : **(1×10=10)**
- a. “For effective writing concrete and forceful words should be used”. Comment.
 - b. “A good system of communication makes use of both oral as well as written messages”. Discuss.
- 6 Attempt any **ONE** out of the following : **(1×10=10)**
- a. What is a presentation ? Discuss the format/structure of an oral presentation.
 - b. Explain in brief the various rules of business to business etiquettes.
- 7 Attempt any **ONE** out of the following : **(1×10=10)**
- a. Define corporate communication. Explain the various tools of public relations.
 - b. Explain the role of Social media in communication.
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Printed Pages—3

MBA018

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

PAPER ID : 7108

Roll No.

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M.B.A.

**(SEM. I) THEORY EXAMINATION 2011-12
COMMUNICATION FOR MANAGEMENT**

Time : 3 Hours

Total Marks : 100

Note :- Attempt all questions.

PART—I

1. Answer any **four** of the following in about 250 words :

(4×5=20)

- (a) What do you mean by 'encoding' and 'decoding' of messages ? Illustrate your answer with an example.
- (b) Imagine a situation in which a manager gives only oral instructions to his subordinates. What problems do you think can crop up in such a situation ?
- (c) What do you mean by 'sign language' ? Discuss the use of at least two examples of sign language.
- (d) Is it always better to have a group decision than to have an individual decide for a group/organization ? What problems may it lead to ?

- //www.UPTUonline.com
- (e) Why is it desirable to avoid the use of jargon ?
 - (f) Discuss the statement, "The appearance of a letter is a part of its message".

PART—II

2. Attempt any **two** questions from the following : (15×2=30)
- (a) Write an application offering your candidature for the post of management trainee, which was recently advertised in the Times of India ?
 - (b) You, as a marketing manager has been entrusted with the task of conducting and preparing a market research to know the market potential of a new product which your company is intending to launch in the market in near future. Prepare a draft report.
 - (c) Prepare a curriculum vitae, for submitting it to a company in order to apply for a manager's job.

PART—III

(12.5×4=50)

3. "Verbal communication is more important than nonverbal communication." Comment.

OR

In business communication, courtesy and clarity are as important as conciseness and completeness. Discuss.

4. What is a memo and what factors should be kept in mind for writing a good memo ?

OR

Describe the role of information technology in making the communication more effective.

5. Describe briefly the important rules of good writing. What precautions would you take in order to make your writing more effective ?

OR

What is the role of feedback in communication ? Give suggestions to make feedback effective.

6. Why do we need meeting ? What are the necessary steps to be taken before calling a meeting ?

OR

On what basis would you choose your method to communication ?

Or

What do you mean by Curriculum-vitae? Prepare a Curriculum-vitae of yours which you intend to submit as a fresher in a corporate organisation.

6. How would you design a presentation? What would be the visual support you will consider for your business presentation? Is appearance and posture plays vital role for the presentation?

Or

State the various essential qualities of a good business letter. Also draw a proper format of a business letter with all essential components.

7. What is the process of communication? Write its importance and also state barriers in communication.

Or

Draft an open tender notice, inviting quotations from the various parties for purchasing 100 computers with some minimum specifications.

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Printed Pages : 4

MBA-018

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

PAPER ID : 7108 Roll No.

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M.B.A.

(Semester-I) Theory Examination, 2011-12

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt the questions from each Section as indicated.

Section-A

1. Attempt *all* parts of the following : $2 \times 10 = 20$

(a) "The objectives of any organization can be achieved with effective communication." Explain.

(b) Elaborate videoconferencing.

(c) What do you mean by an iceberg case and dialogue case?

- (d) "Communication means sharing of understanding between people." Explain.
- (e) Define communication. Give its importance in management.
- (f) What do you mean by press conference?
- (g) Prepare a format of minutes of the meeting.
- (h) What do you mean by body language?
- (i) Differentiate between verbal and non-verbal communication.
- (j) Write do's and don'ts of case preparation.

Section-B

2. Attempt any *three* parts of the following : $10 \times 3 = 30$
- (a) Elucidate 7 C's of communication.
 - (b) Explain the various business etiquettes followed in a business organization.
 - (c) Write down a format of an acceptance letter of a job offer.
 - (d) What is the difference between formal and informal communication?
 - (e) Explain the various advantages and disadvantages of oral communication.

Section-C

Attempt *all* questions of this section : $10 \times 5 = 50$

3. Write down the various forms of non-verbal communication and explain its effects.

Or

Prepare a notice intimating the member of the general body that the meeting of the body will be held on a specific date, time and place to consider some important issues.

4. Define interview and also explain the various kinds of interview being conducted. How would you prepare for an interview as a candidate?

Or

Describe the contribution of internet and its impact on other communication techniques.

5. What is the objective of a report? Explain the various essentials of a report writing. Also explain the various kinds of reports being prepared.

Printed Pages—4

MBA018

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

PAPER ID : 7108

Roll No.

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M.B.A.

(SEM. I) ODD SEMESTER THEORY
EXAMINATION 2010-11

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :—Attempt all questions.

PART—I

1. Objective type questions :— (1×20=20)
- (a) Surveys, suggestion boxes and employees newsletters are considered to be _____ type of communication.
- (i) Downward (ii) Upward
- (iii) Grapevine (iv) Lateral.
- (b) Which of the following most clearly fits into the category of being a “most lean” media form of communication ?
- (i) Teleconferencing (ii) Face-to-face contact
- (iii) Bulletin boards (iv) Voice mail
- (c) Which element of listening process is a form of feedback ?
- (i) Filtering (ii) Hearing
- (iii) Responding (iv) Remembering
- (d) Which one is a disadvantage of written communication ?
- (i) Informal (ii) Economical
- (iii) Cannot be distorted (iv) Record can be kept

- (e) Which one is not an optimal part of business letter ?
(i) Salutation (ii) Attention line
(iii) Enclosure notation (iv) Copy notation
- (f) Which part of the report provide practical and viable proposals and may offer solutions to problems investigated in the report ?
(i) Recommendations (ii) Conclusions
(iii) Methodology (iv) Summaries
- (g) Which type of case describes an event or process factually, and the information is fairly, highly structured to illustrate the situation ?
(i) Iceberg case (ii) Head case
(iii) Illustrative case (iv) Dialogue case
- (h) The official records of discussions held and decisions taken at a meeting are called _____.
- (i) A _____ is a short piece of writing generally used by the officers of an organisation for communicating among them.
- (j) Meaningless words or sounds that are used to punctuate or pace sentences are called _____.
- (k) Communication is the means by which the act of _____ is accomplished.
- (l) _____ is the study of body language and facial expression.
- (m) _____ cases describes the application of a management technique or describes a situation in which the student can apply some known techniques.
- (n) In order to involve the audience with the topic of presentation, the speaker should :
(i) Include a statement of his/her central idea in the introduction.

- <http://www.aktuonline.com>
- (ii) Tell the audience what he/she is going to talk about.
 - (iii) Show the audience how the topic affects them directly.
 - (iv) Use a diagram.
- (o) Which one of the following is a part of principles of successful oral communication ?
- (i) Brevity
 - (ii) Clarity
 - (iii) Sequences
 - (iv) All of the above

State True or False :—

- (p) In order to achieve desired objectives, the sender and the receiver must share common understanding. (True/False)
- (q) A sales letter is a straight forward written message that asks an individual to buy something. (True/False)
- (r) An oral presentation is a one-way communication process characterised by the formal and structured presentation of a message. (True/False)
- (s) Executive decisions in the professional world may be based on reports. (True/False)
- (t) The process of communication begins when the sender converts the idea into words or gestures. (True/False)

PART—II

Attempt both the parts :— (15×2=30)

2. (a) Reply to the following advertisement appearing in the Tribune of the 13th March, 1978 :

“Wanted—A computer operator for our office. Must be at least a graduate in Computer Science. Preference will be given to one knowing Book-keeping and Hindi. Apply to the Manager, Ramkrishna Stores, Kerala, stating the minimum salary acceptable.”

- (b) Madhusugar Fruit Canning Company, Hyderabad, proposes to open a branch factory in Goa in order to take advantage of the different variety of fruits available in the region. A sub-committee of Directors has been appointed to examine the feasibility of the proposal. Write the report recommending a suitable location for the factory.

PART—III

(12·5×4=50)

3. “Communication means sharing of understanding between people.” Explain the statement and discuss the role of feedback in communication.

OR

Briefly explain the seven C’s of effective communication.

4. Examine the importance of body language in the oral communication. What effective measures should be taken to make the oral communication more understandable ?

OR

“For effective writing, concrete and forceful words should be used.” Comment.

5. List and explain the essentials of a good business letter.

OR

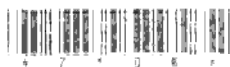
What are the important characteristics of a good business report ? What precautions would you take while planning for writing a business report ?

6. Clearly elucidate the meanings of the terms :

Meetings, Press release and Business Etiquettes.

OR

What are the various aids used for giving a presentation ?



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

PAPER ID : 7108

Roll No.

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M.B.A**(SEM I) ODD SEMESTER THEORY EXAMINATION 2009-10
COMMUNICATION FOR MANAGEMENT***Time : 3 Hours**[Total Marks : 100]***PART - I**

- 1 Attempt all questions : (Fill in the gaps with 1×20=20 the most appropriate word)
- (a) A letter written to seek information from other organization is known as _____.
- (b) Any kind of disturbance, bearing a bad affects over the communication at any stage along the process is called _____.
- (c) Encoding of the message is done by the _____ while decoding of the message is done by the _____.
- (d) _____ is the name given to some patterns of speech which result from variation of pitch.
- (e) The reports containing logical arguments, conclusions and recommendations are known as _____.
- (f) The writer may use an _____ to help to bring the letter to the notice of a particular person or department in the recipient company.



- (g) A meeting plan, detailing matters to be discussed, put in a permanent written form is known as _____.
- (h) Minutes should be signed by _____.
- (i) Upward and downward flow of messages constitute _____.
- (j) In India with the letter format of _____ the date line, the complimentary close and the signature are aligned with the right margin.
- (k) Guilty speakers who seek confessional sessions, harassed women colleagues and those in conflict with each other need _____ listening.
- (l) A piece of writing which gives the main points or ideas about a passage is known as _____.
- (m) The branch of study that deals with Body Language is called _____.
- (n) _____ are used to show the quantum of anything concentrated in a geographic area like a Crop, or an Ore etc.
- (o) By virtue of Information Technology now it possible for the people to work together without meeting each other. Such groups are called _____.
- (p) An Adjustment Letter is sent in response to _____.
- (q) A report is a verbal structure, and _____ is the way we select and arrange the elements of the structure.
- (r) The punctuation, used for showing possession is called _____.

- (s) The part of a Manual which contains useful details which are considered worthy to be recorded but which do not merit inclusion in the main body is called _____.
- (t) Lack of communication, because of ambiguous expressions or highly specialist vocabulary inappropriate to the situation, by the sender is known as _____.

PART - II

2 Attempt any two questions from the following : **2×15=30**

- (a) How the Business Correspondence can be made more effective? Also mention the principles of Effective Business Correspondence.
- (b) Assume that you are the Chairman of a Committee appointed by the President of the Employees Union of your company to look into the complaints against the functioning of the canteen on the premises and suggest measures for improvement. Write a report containing your analysis and recommendations.
- (c) How would you prepare a Curriculum Vitae for applying to a Multinational IT Company, for the position of a Senior Engineer.

PART - III

Attempt all questions : 12,5×4

- 3 How does the communication plays a roll in making an organization effective? Also mention what are the different C's of communication.

OR

What kind of Communication is meant by Paralanguage? Also mention different forms of paralanguage, with examples.

- 4 Differentiate between the communications within the Organization and Communication of the Organization with outer world. Discuss the different forms of these communication.

OR

Underline the importance of Reading in the process of learning. Discuss various types of reading styles.

5. What are the different aspects of communication pertaining to employment activities? Underline the salient features while preparing CV and appearing in an interview.

OR

Differentiate between Oral and Aural communication. Also discuss various types of listening.

- 6 Discuss, what are the important parts of a Report? Also mention the features of an Informational Report.

OR

How would you make the presentation of a proposal for opening of more IITs (Indian Institute of Technology) in the country? Mention the different elements of the Presentation.



PART - III

Attempt **all** questions :

12.5×4

- 3** Describe the process of communication, briefly explaining the barriers to effective communication.

OR

Describe the impact of electronic communication on the way organizations communicate.

- 4** Elucidate the significance of oral communication and list the principles of effective communication.

OR

Describe the concept of electronic writing and what are the principles of effective writing.

- 5** Describe the various approaches of case analysis.

OR

What is a memo and what factors should be kept in mind, for writing a good memo?

- 6** What are the various aids used in present times for enhancing presentation quality?

OR

Clearly elucidate the meanings of the terms : Meetings, Notice and Business Etiquettes.



Printed Pages : 4

MBA-018

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

PAPER ID : 7108

Roll No.

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M.B.A.

(Only for the candidates admitted/Readmitted in the session 2008-09)

(SEM. I) EXAMINATION, 2008-09

COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

PART - I

- 1** Attempt **all 20** parts of the following question : **1×20**

- (a) _____ communication is talking to a large number of people at the same time.
- (b) Communication carried with a large audience is known as
- (i) mass communication
 - (ii) verbal communication
 - (iii) non verbal communication
 - (iv) interpersonal communication.
- (c) Poor retention, poor listening, and semantic problems are _____ to effective communication.
- (d) _____ is changing the message (from its mental form) into symbols, that is, patterns of words/gestures/pictorial forms or signs of a specific visual or aural language.



- (e) If the communicator primarily wants to persuade the reader, then the focus should be on the _____.
- (f) The communication process begins with a _____.
- (g) A non verbal message conveyed through bodily movements is known as
 - (i) conscious movement
 - (ii) kinesics
 - (iii) leakage
 - (iv) meta communication.
- (h) Non verbal communication can be carried out through _____.
- (i) The reciprocal process of communication is more contemporary and is known as
 - (i) one way communication
 - (ii) two way communication
 - (iii) mass communication
 - (iv) symbolic communication.
- (j) Informal communication in an organization usually takes place through _____.
- (k) Intranet facilitates _____ communication.
- (l) Faxes and e-mails are means of carrying out _____ communication.
- (m) Minutes of a meeting record _____ of a meeting.
- (n) Long distance official meetings have largely been facilitated by technology and can be held by
 - (i) videoconferencing
 - (ii) sms
 - (iii) internet
 - (iv) intranet

- (o) A _____ is a written description of an actual managerial problem situation.
- (p) A memo can be issued to convey a _____ taken at a meeting.
- (q) In the _____ style, a business letter neither has a salutation nor a complimentary close.
- (r) Some barriers to effective oral communication are
 - (i) poor listening
 - (ii) poor retention
 - (iii) cognitive dissonance
 - (iv) all of the above.
- (s) A questionnaire is a set of questions written to collect maximum _____ from the respondents.
- (t) A _____ is formulated while doing research and has to be proved or disproved.

PART - II

- 2 Attempt any **two** questions from the following : **2×15**
- (a) Write a Business letter, giving justification and rationale for why an industrial order, should be awarded to your organization vis a vis your competitor.
 - (b) Prepare a curriculum vitae, for submitting it to a company in order to apply for a manager's job.
 - (c) Assuming the position of a marketing manager, write a letter of rejection to an employee denying his leave.





Printed Pages : 3

MBA-118

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

PAPER ID : 7028

Roll No.

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M.B.A.

(SEM. I) EXAMINATION, 2008-09
COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt all the five questions.*
 - (2) The figures in the **right** hand margin indicate marks.*

1 Answer any **four** of the following in about **5×4=20**
250 words each:

- (a) Define communication and describe process of communication.
- (b) Briefly explain importance of communication in organizations of 20th century. Give suitable examples for the same.
- (c) Distinguish between formal and informal communication.
- (d) Explain five major barriers to communication along with measures to overcome it.
- (e) "The objectives of any organization can be achieved with effective communication". Explain this statement with suitable examples.
- (f) Describe various channels of communication and their effectiveness on the mind of the consumer.



- 2 (a) What are the different parts of a good business letter? Explain. 10
- (b) Describe the importance of words used in a business letter. How words with right strength and vigor are used? Give atleast two suitable examples to support. 10

OR

- (a) Describe essential qualities of a good business letter. 10
- (b) Describe different components of a good business letter and draw a format indicating the position of each component in the letter. 10

- 3 Explain the steps involved in writing a report. 20
What are different styles of report writing ?

OR

What is the purpose of a report? Describe different types of reports required for internal communication. 20

- 4 (a) Describe briefly the importance of persuasive communication in business. 10
How different types of persuasive communication are useful in organizations?
- (b) Describe significance of oral communication in business. How oral communication can be made more effective? 10

OR

- (a) Describe the contribution of internet and its impact on other communication techniques. 10
- (b) Describe the essentials of oral communication. How public speaking is different than close door meeting? 10



- 2 (a) What are the different parts of a good business letter? Explain. 10
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