

Subject: Business Communication
Paper Code- MBA/MBE- C106
Paper Name: Business Communication

Time: 03 Hr.

Max. Marks. 70.

Note: Question paper is divided into two sections A and B. Attempt all sections as per instructions.

Section-A

(Short answer type questions)

Note: Answer any five questions in about 150 words each. Each question carries **six marks**.

- Q1. What is CC and BCC in an email? What is their use in business communication?
- Q2. What role does body language play in making oral presentation effective?
- Q3. How informal communication differ from formal communication?
- Q4. What is the utility of conferences and seminars for a business organization?
- Q5. Differentiate between verbal and non-verbal communication on the basis of usage for a business organization.
- Q6. Different barriers to communication affect the performance of business communication.Explain your answer using three barriers.
- Q7. Explain the key writing rules for effective writing in brief.
- Q8. Write a short note on First Impression.
- Q9. Winning a group discussion in a group with active members is not an easy task. What strategies can be adopted to impress the judges?
- Q10. What are the key contents of a business report? Explain their importance too.

Section -B

(Long answer type questions)

Note: Answer any four questions in detail. Each question carries **ten marks**.

- Q1. As a chief of account section write a *memo* to the finance manager seeking his approval for purchasing additional raw material worth Rs 80,000 for the coming quarter.
- Q2. As a manager of a big departmental store, you have received from one of your old customers a *letter* complaining of incivility and inattentive behaviour when he visited your store. Draft a reply to him.
- Q3. How Wilbur Schramm Interactive Model is different from Shannon Weaver Model of communication? Explain in detail.
- Q4. Digital communication has changed the way businesses use to communicate. Explain.

Q5. What are the different stages through which normally an interview moves? Also explain the dos and don'ts for appearing in an interview during all the three stages- pre- interview phase, interview, and post interview phase.

Q6. Explain Notice, Agenda, and Minutes? How are they related to each other? Draft a notice to inform all the managers of your organization of an urgent meeting regarding the recent conflict between the labors of two different departments.

Q7. Communication in an organization does not only move from top to bottom but in many directions. Explain all directions in which communication may take place for an individual as a manager.

Q8. You are Abimanyu Kaushik, an MBA student from XYZ University, New Delhi. You want to apply for a summer training internship for 45 days in a business organization of your choice. This internship is a mandatory part of your college curriculum targeted at making you understand the basic functioning of the organization. Draft an impressive cover letter and a resume for it so that they may call you if there is any possibility.