

Roll No.

56007

**MBA 2 Year (Ist Semester) (N.S.) Batch
2011-12**

Examination – December, 2013

BUSINESS COMMUNICATIONS SKILLS

Paper : MBA -107

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *five* questions in all. Question No. 1 of Section-A is *compulsory*. Section-B, selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. (i) What qualities do true communicators possess ?
- (ii) Describe Haptics.
- (iii) What is faking attention ?
- (iv) How can you nurture a fruitful company grapevine ?

- (v) Why might you write a polite letter experiencing future interest after being rejected for a job opening ?
- (vi) Describe coding and decoding in communication ?
- (vii) Discuss perceptual barriers of communication.
- (viii) List some diving manners.

SECTION - B

UNIT - I

- 2. "Your audience receives the message exactly as you intend it to be." Do you agree or disagree with this statement ? Justify your answer.
- 3. How would you define effective listening skills ? How can listening improve employee-employer relationship ?

UNIT - II

- 4. Discuss the ways in which you can develop your presentation contents.
- 5. What is assertiveness ? List some strategies for assertive behaviour.

UNIT - III

- 6. Describe gestures and postures in communication. How can gazes and smiles be used for effective communication ?

7. Explain the business manners of people of different cultures.

UNIT – IV

8. Write short notes on the following with examples :

(a) Telex messages

(b) Notices

9. How can an effective resume be developed ?

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