

Roll No. ....

7. Write a detailed note on business manners of people of different cultures.

**Unit-IV**

8. Write short notes on the following :
- (a) Diary writing
- (b) Facsimiles
9. Why do business organisations give importance to written communication ? Give an example of a business letter.

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**56007**

**MBA 2 Year 1st Semester (Old)  
Batch 2011-12 (Re-appear)  
Examination-December, 2016  
BUSINESS COMMUNICATIONS SKILLS**

**Paper : MBA-107**

**Time : 3 hours**

**Max. 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 the examination.

**Note:** There are two sections. Section A consists of eight questions, short answer type which is **compulsory**. Section B consists of eight questions (two questions from each unit). You are to attempt four questions selecting **one** question from each unit. All questions carry equal marks.

**Section-A**

1. Describe the following :

- (a) Grapevine
- (b) Haptics and Kinesics
- (c) Pre-writing
- (d) Persuasive messages
- (e) Résumé
- (f) Faking attention
- (g) Circulars
- (h) Voice modulations

**Section-B**

**Unit-I**

2. What are the characteristics of effective business communication ? Discuss any

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three barriers that lead to communication breakdown in an organization.

3. How is listening an inherent-skill required for effective leadership and team building ?

**Unit-II**

4. Appropriate vocal cues enhance the impact of your business presentation. Discuss this statement with suitable examples.

5. What is assertiveness ? How is it different from aggressiveness ? Explain citing examples.

**Unit-III**

6. "The eye is an extension of your brain and the window to your soul". Do you agree or disagree ? Why ?

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[ Turn Over