

Roll No.

12008

MBA 2 yr. 1st Sem. (CBCS)

Examination – December, 2017

**BUSINESS COMMUNICATIONS SKILLS (DISCIPLINE
SPECIFIC ELECTIVE COURSE)**

Paper : 16IMG21D1

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 : Section A is *compulsory*. Attempt *one* question from each unit in Section B. All questions carry equal marks.

SECTION – A

1. (a) What is a circular ?
- (b) What is e-mail ?
- (c) What are the principles of conducting business meetings ?
- (d) What is electronic meeting ?

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(e) What do you understand by body language ?

(f) Differentiate between group and mass communication.

(g) Explain gestures.

(h) Cite and explain *five* characteristics of assertive behaviour.

SECTION - B

UNIT - I

2. It is said that the "effective communication must have the seven C's - completeness, conciseness, consideration, concreteness, clarity, courtesy and correctness." Comment on the statement.

3. Explain the process of communication. Mention the essentials of effective communication.

UNIT - II

4. (a) What should be your Aim Strategy for effective presentation ?

(b) What is meant by 'organizational blue print' for presentation ?

(c) How will you manage your stage fright during a presentation ?

5. What do you understand by group discussion ? Explain the process and guidelines for effective group discussion.

UNIT - III

6. (a) Describe the etiquettes needed for effective Business Communication.

(b) As a manager, how would you make use of the principles of inter-cultural communication to enhance the relationship between your employees ?

7. Give the meaning and importance of Non-Verbal Communication. Explain with examples the role played by non-verbal communication in influencing the success of an organization.

UNIT - IV

8. (a) As the GM, you are going to address the Annual General Body Meeting of your garment manufacturing company. Draft your speech.

(b) Point out the shortcomings in this message granting a claim for a fax machine received in damage condition. Inspection of the package revealed that the damage did not occur in transit.

9. (a) What care should you take when you write a letter declining an invitation ?

(b) What is the essence of a consoling message ?