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UA-313

M.B.A. (1st Sem.) (Part Time) Exam.-2011

BUSINESS COMMUNICATION

Paper -

Time Allowed : Three Hours

Maximum Marks : 70

Section-A

Note : Attempt any four question.

Each question carries 7 marks.

4 x 7 = 28

- Q.I What is 'noise' in the process of communication ?
Please explain with example.
- Q.II What are the major factors contributing towards clarity
of message in communication.
- Q.III Explain communication as a two way process ?

- Q.IV Does attitude of a person affects communication.
- Q.V Discuss use of audio visual equipments in improving process of communication.
- Q.VI Describe important elements of a business letter.
- Q.VII Discuss importance of body language in verbal communication.
- Q.VIII Describe importance of e-mail communication.

Section-B

Note: Attempt any three questions.

Each question carries 14 marks. $14 \times 3 = 48$

- Q.IX Explain various steps in the process of communication and the barriers for each steps.
- Q.X Discuss important guidelines for interviews and group discussions in business organisations.
- Q.XI Discuss various types of reports in a business organisation. Explain how the report is structured.

- Q.XII As product manager of ABC Co., write a letter to general manager (finance) of XYZ Co. to arrange early payment of Rs. 21 lakh against supply of raw material by your company. The payment is awaited since last 6 months.
- Q.XIII Describe each step in writing a research report. Also discuss common mistakes that may be committed in drafting the report.