

4. What is "Paralanguage" ? How does voice affect the quality of non-verbal communication ?
5. Draft a report for submission to the Board of Directors about location of new show - room proposed to be opened by the company.

N-464

M.B.A. (FT) Examination, 2010

FIRST SEMESTER

COMMUNICATION SKILLS

Paper - CP - 105

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt both the sections.

SECTION-A

(Short Answer Type questions)

Note :- Attempt any four questions out of the given choices.

4×8=32 Marks

P.T.O.

1. "Communication is a two-way process". Explain in the context the elements of communication process.
2. Discuss the salient features of Shannon - weaver's communication model.
3. What is meant by formal communications ?
4. Why is sign language used ? Explain with examples.
5. Give the importance of written communication.
6. What is meant by business letter ? Give its format.
7. How does body language supplement verbal communication ? Explain.

8. Define an drafting of reports.

SECTION-B

Essay Type and Case

Note :- Attempt any **three** questions. 3×16=48

1. Discuss the salient features of Shannon - weaver's Communication model.
2. Discuss the various methods of communication. Under what circumstances would you recommend written communication ?
3. Explain the functions and objects of a business letter.