

Roll No. ....

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

**DR-394**

**M.B.A. I Semester (FT)**

**Examination, 2019**

**Communication Skills**

**Paper - CP-104**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :-** Attempt all the questions.

**SECTION - 'A'**

**4×8=32**

**Short Answer Type Questions**

**Note :-** Attempt any four questions from this section. Each question carries 08 marks.

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**(1)**

**P.T.O.**

1. "Communication is a two way process" Explain in the context the elements of Communication Process.
2. Discuss the Salient fetures of Shannon weaver's communication Model.
3. Write a short note on Proxemics.
4. Write a detailes note an importance of Resume and covering letter for a Sales executive resume.
5. What is Grapenine Communication.
6. What is the importance of dressing for a Personal Interview. What points should be considered while dressing up for a sales Execution Interview. <http://www.onlinebu.com>
7. Explain the Do's and Dont's of Group Discussion.
8. How Business Presentation has tobe made and delivered.

**SECTION - 'B'**

**3×16=48**

**Long Answer Type Questions**

**Note :-** Attempt any three questions from this section. Each question carries 16 marks.

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**(2)**

9. Explain the Process of Communication with help of a Model.  
What are the Barriers of Communication?
10. Write a detailed note on Types of Business Letters.
11. What is Non verbal Communication Explain the different types of Non verbal Communication .
12. Write an essay on strategies to develop Communication skills.
13. What is a Report? Draft a report for submission to the Board of Directors about location of new show room proposed to be opened by a company.

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