

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Business Communications

Open Elective – II

Paper – BM – 105

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 2 1 Explain importance of feedback
- 2 2 What do you mean by negotiation?
- 2 3 What is persuasive speaking?
- 4 Explain the meaning of Speaking from impromptu.
- 3 5 Why do firms manage relations with government?

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 9 6 a) Describe the process of communication. Also explain the barriers to communication.
OR
b) Explain the stages of listening process. What are the essential of good listening.
- 8 7 a) Briefly explain various approaches to non-verbal communication.
OR
b) Critically evaluate various ingredients of making negotiation process effective.
- 9 8 a) Explain briefly the process of planning and delivering a presentation.
OR
b) Discuss the various commemorative speeches.
- 6 9 a) Explain the importance of formatting and presentation in preparing a good report.
OR
b) Prepare and present your resume to market yourself as HR manager in an MNC located in Bangalore.
- 4 10 a) Discuss various means and ways of managing governing power.
OR
b) What is crisis communication? Explain measures to be adopted to make crisis communication effective.
