FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017
Subject: Business Communications
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]

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

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

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.

7. a) Briefly explain various approaches to non-verbal communication.  
   OR
   b) Critically evaluate various ingredients of making negotiation process effective.

8. a) Explain briefly the process of planning and delivering a presentation.  
   OR
   b) Discuss the various commemorative speeches.

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.

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.

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