FACULTY OF MANAGEMENT

MBA (CBCS) I – Semester Examination, January 2018

Subject: Business Communication

Paper Code – MB – 105
(Open Elective – II)

Time: 3 Hours

Note: Answer all the questions.

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

1. Types of Communication
2. Process of conducting negotiation
3. Persuasive speaking
4. Importance of Business Correspondence
5. Managing Govt. relations.

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

6. a) What is meant by Communication? What are the different barriers of Communication?
   OR
   b) “Listening plays a vital role in the success of communication process”. Discuss.

7. a) What is non-verbal communication? What are its characteristics?
   OR
   b) Outline the steps in negotiation process.

8. a) How do you make presentation more effective? Briefly write some strategies of presentation.
   OR
   b) What are the non-verbal dimensions of presentations?

9. a) Outline the essentials of good report writing.
   OR
   b) What are the essential elements of a good?

10. a) Suggest some important measures to make media relations more effective.
    OR
    b) Examine the need and importance of maintaining sound investor relations in the present day business environment.

****