

Roll No.

Exam Code : J-19

Subject Code—0205

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(First Semester)

BUSINESS COMMUNICATION

CP-105

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Define the following :

- (i) Public speaking
- (ii) Gateways in Communication
- (iii) Commercial letters
- (iv) Upward communication
- (v) Noise

- (vi) Grapevine
- (vii) Paralanguage
- (viii) Presentation of reports
- (ix) Communication Barriers
- (x) Negotiations.

Section B

Note : Attempt all the questions.

2. What is meant by communication ? Discuss the nature and importance of communication in detail.

Or

What do we have more oral communication than written ? What are three most important advantages of oral communication ? **12**

3. Explain the advantages and limitations of Body Language. How can we make effective use of body language ?

Or

How does lack of planning affect communication ? Discuss semantic barriers to communication. **12**

4. What is meant by effective communication ? Why is it desirable to avoid use of jargons ?

Or

Discuss the legal aspects of Business Communication. **11**