

Roll No. ....

Exam Code : D-18

Subject Code—0211

**M.B.A. EXAMINATION**

(Batch 2018 Onwards)

(First Semester)

BUSINESS COMMUNICATION

CP-105

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

**1.** Short answer type questions :

- (a) Channels of communication
- (b) Proxemics
- (c) Employee Newsletter
- (d) Telephone etiquettes

- (e) Small Talks
- (f) Cross cultural communication
- (g) Circular. **7×2=14**

### **Unit I**

2. Explain the process of communication in a business setting. What are the various hurdles associated with communication in an organization ? **14**
3. What is effective communication ? Explain various principles for effective communication. **14**

### **Unit II**

4. Compare and contrast the following :
  - (a) Oral vs Written communication. **7**
  - (b) Verbal vs Non-verbal communication. **7**
5. How an understanding of Kinesics can improve the effectiveness of communication. **14**

### **Unit III**

6. Mention the various types of reports. Also, describe the steps involved in writing a good report. **14**
7. What is the purpose of creating an Agenda and Minutes of Meetings ? Frame a sample each for an Agenda and Minutes of Meeting. **14**

### **Unit IV**

8. Mention the relevance of conducting a meeting. What preparations are required for successfully conducting a meeting ? **14**
9. What are the essentials to deliver an effective presentation ? **14**