

2007

Subject Code—7377

**M.B.A. EXAMINATION**

(First Semester)

(Re-appear)

(2 Years—New Scheme)

CP-105

**BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. What is Business Communication ? Discuss its process and different types of Communication with suitable examples.
2. Explain the various ways by which business communication would be more effective.

(1-08)

P.T.O.

3. Discuss important barriers of communication and suggest ways of overcome it.
4. Write a detailed note on various do's and don'ts of business writing with relevant examples.
5. Elaborate the importance and types of business reports. Also write the characteristics of a good report.
6. Discuss in detail the importance and components of non-verbal communication with suitable examples.
7. Write a circular letter regarding change of address of your corporate office assuming necessary variables on your own.
8. Write short notes on any *two* of the following :
  - (a) Legal aspects in Business Communication
  - (b) Public Speaking
  - (c) Business Negotiations
  - (d) Sales Letter.