

June-2008

Roll No. ....

Subject Code—9642-X

**M. B. A. EXAMINATION**

(Third Semester)

(Re-appear)

(3 Years Scheme)

(Session—2002-03)

CP-303

**BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all but question No. 1 is compulsory. All questions carry equal marks.

1. Briefly discuss the following concepts in not more than **30-35** words each :

(a) Business letter

(b) Company law board

(2-40)

**P.T.O.**

- (c) Minutes
  - (d) Inquiries
  - (e) Orders
  - (f) Resolution
  - (g) Complaints.
2. "You cannot communicate." Point out the role of communication in changing time.
  3. What do you mean by report ? What are different types of reports ? Give the contents specimen of a report that you are supposed to submit to your CEO after attending a meeting outside your organization.
  4. Write short notes on the following :
    - (a) Preparation of Press Releases
    - (b) Seven Cs of Communication.
  5. You are CMD of a small company that manufactures organic chemicals. Recently the board of management decided to introduce a three-shift system in the plant, instead of the two-

shift system now in place. The new shift system goes into effect next Monday. Today is Friday. You have to inform the employees about this decision, and generally, convince them that this change is in their interests.

6. The TELCO Company has asked you to conduct a survey for the launching of their new product TATA Indigo. You have already conducted the survey but did not send the survey report until date. Write it now and send it with all detail.
7. For a communication to be effective, the verbal and nonverbal elements of the presentation have to be aligned." Give your running commentary over the statement.
8. When making a business presentation, you have a variety of methods to choose from. Discuss some of these methods with examples.