

Roll No. ....

Subject Code—2180-X

**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 the role of communication in business ? Explain basic principles of communication.
2. What is the function of sensory receptors (sensory organs) in communication ? Discuss the physical and psychological barriers that impede the effective communication.

3. What is common in all business letters  
Discuss important parts and forms of a business letter.
4. How should an ideal business report be presented ? Discuss its important contents and ways to present them.
5. How is paralanguage important in oral business communication ? Discuss the concepts of kinesics and proxemics and their roles in making interactive communication effective.
6. What is the process of a business negotiation ? Discuss the strategies to make negotiations successful.
7. Explain the following :
  - (a) Audience analysis
  - (b) Conduct of a business meeting
  - (c) Collection letter.

8. What precautions should be taken while communicating when the subject involves legal implications for a business ? Also explain different important legal aspects of communication.