

June, 2010

Roll No. ....

Subject Code—4313-X

**M.B.A. EXAMINATION**

(First Semester)

(Re-appear)

CP-105

**BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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

1. "Effective communication system is life blood of an organisation." Discuss the concept and importance of communication in the light of this statement.
2. Discuss in detail the process of communication. What is the importance of feedback in this process ?

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3. What are major barriers to effective communication ? How can these barriers be overcome ?
4. (a) What are the do's and don'ts of business writing.
- (b) Suppose you are sales manager of ABC Ltd. Write a letter to one of your distributor who is not promoting your brand to retailers and instead is promoting a rival brand of yours.
5. Compare and contrast verbal and non-verbal communication. What are different dimensions of non-verbal communication ?
6. What are different types of business reports ? Discuss the hallmarks of an effective business report.
7. What basic skills are required for effective public speaking ? How a business presentation should be prepared ?

8. Write short notes on any *two* of the following :
- (i) Oral vs Written Communication
  - (ii) Negotiation skills
  - (iii) Business letters
  - (iv) Legal aspect of business communication.