

Subject Code—8166-X

M.B.A. EXAMINATION

(First Semester)

(Re-appear Batch 2009 Onwards)

CP-105

BUSINESS COMMUNICATION

Time ; 3 Hours

Maximum Marks ; 70

Section A

Note : Attempt any *Seven* questions. $7 \times 5 = 35$

1. Define Communication. Explain the nature of Business Communication.
2. Explain the need and importance of Business Communication.
3. What is Communication Cycle ? Describe the essential elements of this cycle.

4. What do you understand by feedback in Communication ? Explain the significance of feedback in Communication.
5. Write a note on salient features of Written Communication.
6. Describe the factors responsible for miscommunication in Business Organisation.
7. What principles should govern the formal channels of Communication ?
8. How do business letters differ from personal letters ?
9. What points would you bear in mind while writing the covering letter ?
10. What is Memorandum ? How does it differ from a letter ?

Section B

Note : Attempt all the questions.

11. What do you mean by Barriers in Communication ? Explain different types of barriers in communication.

Or

Elaborate 7Cs of Business Communication with suitable examples. 12

12. What are the principles of Business Correspondence ? Explain the significance of each with example.

Or

Elaborate the legal aspects of Business Communication with suitable examples. 12

13. Write notes on the following :

- (a) Do's of Business Writing
- (b) Non-verbal Communication.

Or

Write notes on the following :

- (a) Public Speaking
- (b) Negotiations. 11