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### End Semester Examination 2022

Name of the course: MBA

Name of the Paper: Business Communication

Time: 3 Hours

Semester: Ist

Paper Code: MB107

Maximum Marks: 100

#### Note:

- All questions are compulsory.
- Answer any two subquestions among a, b and c in each main question.
- Total marks in each main question are twenty.
- Each question carries 10 marks.
- Question 5, Case study is mandatory.

<b>Q1</b>	<b>(10X2=20Marks)</b>	<b>CO1</b>
(a)	Enumerate the concept of 7C's of communication.	
(b)	Explain the process of business communication in detail.	
(c)	Analyze the barriers in communication.	
<b>Q2</b>	<b>(10X2=20Marks)</b>	<b>CO2</b>
(a)	Demonstrate the importance of communication in today's scenario.	
(b)	Summarize the strategies of Listening and Speaking Skills.	
(c)	Anticipate the significance and kinds of listening.	
<b>Q3</b>	<b>(10X2=20Marks)</b>	<b>CO3</b>
(a)	Synthesize and explain the Kinds of Managerial Speeches, which makes communication effective.	
(b)	Explain in detail preparation before the interview board.	
(c)	Summarize the concept of "Channel of Oral Communication"	
<b>Q4</b>	<b>(10X2=20Marks)</b>	<b>CO4</b>
(a)	Interpret the concept of 'Business Report' and explain its kind.	
(b)	Summarize the importance of "Dress to Impress" in an organization.	
(c)	Enumerate importance of letter writing. Elaborate characteristics of good business letter.	
<b>Q5</b>	<b>CASE STUDY (20Marks)</b>	<b>CO5</b>
	"It's not that we use technology, we live in technology". Comment on the various modern means of communication and how use of courteous language and phrases improves telephonic culture.	