

H Roll No.

MB-107

M. B. A. (FIRST SEMESTER)

MID SEMESTER EXAMINATION, 2021-22

BUSINESS COMMUNICATION

Time : 1 : 30 Hours

Maximum Marks : 50

Note : (i) This question paper contains two Sections.

(ii) Both Sections are compulsory.

Section-A

1. Fill in the blanks : (1×10=10)

- (a) Grapevine communication is associated with communication.
- (b) Communication problem is also known as communication.
- (c) Communication between finance manager and HR manager is known as

(2)

MB-107

- (d) Example of Oral Communication is
- (e) refers to mental disturbances.
- (f) means the position in which you hold your body when standing or sitting.
- (g) is a communication which contains the decision of the meeting.
- (h) involves how we arrange personal space and what we arrange in it.
- (i) systematic oral exchange of information, views and opinion about a topic, or situation among members of group who share common objectives.

- (j) Formal Interview is also known as

Section-B

(20×2=40)

- Note :** (i) Each question contains three parts (a), (b) & (c).
- (ii) Attempt any *one* part of choice (a) & (b) from each question and part (c) is compulsory of each question.

(3)

2. (a) "Communication skills are the lifeline of Business World." Comment. (CO1)

OR

- (b) "The obstacles you face are..mental barriers which can be broken by adopting a more positive approach." (CO1)
- (c) "Good leaders are good readers." Explain in detail. (CO1)
3. (a) Discuss the importance of meetings and seminar in an organization. (CO2)

OR

- (b) Discuss the various strategies involved in improving speaking skills. (CO2)
- (c) **Case Study :** (CO2)
- "Interview is a glimpse of not only person but its personality." Discuss in detail various ways how one can be successful in cracking interview.