

S.No. : 279

MBA 3108

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 37208**

Roll  
No.

1	2	2	0	6	7	5	1	1	1
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## **Integrated MBA Examination 2023-24**

**(Even Semester)**

### **ESSENTIALS OF BUSINESS COMMUNICATION**

***Time : Three Hours]***

***[Maximum Marks : 60***

**Note :-** Attempt all questions.

#### **SECTION – A**

1. Attempt all parts of the following :  $8 \times 1 = 8$

- (a) Name 7C's of communication.
- (b) What are the different types of interviews?
- (c) Define listening.
- (d) What is para language?
- (e) What is report?
- (f) Name the types of business letter.

***[ P. T. O.***

- (g) Name the elements of presentation in communication.
- (h) What is notice?

### **SECTION – B**

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) "Communication means the process of passing information and understanding from one person to another". Explain.
  - (b) Define the principles of successful oral communication.
  - (c) Define report and its kinds.
  - (d) Why business etiquettes is important at workplace?

### **SECTION – C**

**Note :-** Attempt all questions. Attempt any two parts from each questions.  $8 \times 5 = 40$

3. (a) Discuss the role of SMS, e-mail and video conferencing in communication.

- (b) What are the main barriers of communication? Give suggestions to remove them.
  - (c) Write short notes on the following :
    - (i) Sign language
    - (ii) Proxemics
4. (a) What are the essential of a good listener? What is the importance of listening ability in business communication?
- (b) What do you mean by clarity in writing? Why is it important? Discuss.
- (c) "A good system of communication makes use of both oral as well as written messages". Explain.
5. (a) Define business letter and its types used in the organisation.
- (b) What are the essentials of a good report?
- (c) What is business ease of business communication? Describe its types.
6. (a) Discuss the ways in which someone can start a presentation in meetings?

- (b) What is meeting? Describe minutes of meeting.
- (c) What is a press release? Define its purpose in business communication.

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