

**BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION**

**QUESTION BANK**

**MBA- I SEM**

**108 – COMMUNICATION FOR MANAGEMENT**

**Note : Question of 1.5 Marks.**

- Q.1 Give the meaning of 'Case method of learning'.
- Q.2 What is the Reading skill?
- Q.3 What are the types of cases?
- Q.4 Write a short note on Notice.

**Note : Questions of 2 Marks.**

- Q.1 Explain briefly Do's and Don'ts for case preparation.
- Q.2 Discuss the importance of visual aid in presentation.
- Q.3 Differentiate between Press Release and Press Conference.

**Note : Questions of 3 marks.**

- Q.1 How can the difficulties of the Case method be overcome?
- Q.2 What are the Case Analysis approaches?
- Q.3 Explain the elements of Presentation.
- Q.4 Write Short note on :
  - (a) Memo,
  - (b) Minutes of meeting
- Q.5 What is Visual Aid? Explain some of them with their utility in presentation?
- Q.6 Write a note on role of Appearance & Posture in presentation.
- Q.7 Write any six Business etiquettes.
- Q.8 What is Media Management? Also explain the Media Interview.

**(Saurabh Mishra)**