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N – 5173

M. B. A. (Full Time) (First Semester)
EXAMINATION, Nov./Dec., 2013

Paper – 108

**COMMUNICATION FOR
MANAGEMENT**

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note- Attempt all questions.

1. Attempt any five questions. (Not more than 50 words each)– 2×5=10
 - (i) Define SMS.
 - (ii) What is video conferencing ?
 - (iii) Explain communication.
 - (iv) What is body language ?
 - (v) Meaning of paralanguage.
 - (vi) Define seminars.
 - (vii) What is report ?

P.T.O.

- (viii) Define presentation.
- (ix) Explain notice.
- (x) Define business etiquettes.

2. "Communication is the key of successive managers". Explain it. 12

Or

What are essential elements of an effective communication?

verbal com
non verbal com
audio visual com
visual com

3. What do you mean by group discussion? What points should be kept in mind while group discussion? 12

Or

Define interview. How a candidate should prepare for interview?

4. What is oral communication? Explain the principles of successful oral communication. 12

Or

Define the written communication. Discuss the principles of effective writing.

P- Efforts
+ length
+ of connection
+ conviction
+ of extension
+ of oral communication
+ of written communication
+ of external communication

comp. info
wisdom
personal
time may
Good Comm
Emotion
Proper discipline
Logic & Justice

5. What do you mean by Business letters ?

Written use
oral use
Headings
Date
Initial
Signature
Formal

Explain the importance of business letters. 12

Or

What is report writing ? Describe the steps of effective reporting.

6. Define visual aid ? Explain the types of visual aid. 12

Or

Short notes on—

- (i) Minutes of meetings
- (ii) Press Conference
- (iii) Work shop.