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Roll No

MAM - 205

**Master of Applied Management (Dual Degree),
II Semester**

Examination, June 2016

Business Communication - II

Time : Three Hours

Maximum Marks : 70

- Note:** i) Answer any five questions.
ii) Each question carries 14 marks.

1. What is communication? Write its elements and process.

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2. What are the barriers in communication? Explain.

3. What are the advantages of oral and written communication?
Write in short.

4. What are the types of business letters? Write.

5. Write an application for a job on the post of sales Executive in an FMCG company like Hindustan Unilever Limited, Mumbai with reference to a Hindi news-paper on date 18th July 2016.

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6. What do you mean by report? Discuss on about the types of report.

7. Write a short note on types of visual aids for academic and professional presentations.

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8. Are group discussion an outdated phenomenon? Explain.

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