

Roll No.....

Total Pages: 2
13081

MBA/D-17
BUSINESS COMMUNICATION
Paper: MBA-CP-105

Time: Three Hours

Maximum Marks: 70

Note : There are 15 questions in all. Part-A contains 10 questions of 5 marks each and part-B contains 5 questions of 10 marks each. Attempt 8 questions from part-A and 3 questions from part-B.

Part-A

1. 'Communication is not complete till it is received, understood and acted upon.' Elucidate?
2. Briefly explain the concept of transactional analysis?
3. Discuss passive and selective listening?
4. List out various socio-psychological barriers to communication?
5. Discuss integrative and distributive negotiation?
6. Explain Murphy model of communication?
7. List out principles of effective writing?
8. 'Actions speak louder than words.' Discuss this statement with reference to senior executives in organization?
9. Throw light on the various legal aspects related to business communication?
10. Define exit interview.

Part-B

11. 'Communication is the life blood of any business organization.' Elucidate? Also discuss the nature and scope of communication?
12. Differentiate the following
 - (a) Oral and written communication
 - (b) Active and passive listening
13. What are the various types of non-verbal communication? How can non-verbal communication be used effectively?

14. (a) Discuss three stage process of presentation.
(b) List out various steps involved in evaluating and processing information.
15. Discuss the following.
 - (a) Ethics in business communication
 - (b) Misrepresentation and fraud