

BUSINESS COMMUNICATION

MBA-103

1. Compulsory Question

Write notes on the following:

- (a) Challenges that can be imposed in just a Minute presentation.
- (b) E-mail etiquettes.
- (c) Difference between listening and hearing and role of body language in listening.
- (d) Difference among Resume, CV and Biodata.
- (e) Causes of Glossophobia.

2. You have to apply for the post of 'Management Trainee' in a Multinational bank. Design your resume so that it may stand out and give you an edge.

3. Present a format of a report that you have to submit to your superior concerning a research based solution to declining sales.

4. Put on the detailed questions that you would ask from an aspirant for the post of 'Area Sales Manager'. The essential requirements for the job as mentioned in Ad are:

(a) Proven track report.

(b) Minimum of 12 years experience in relevant field.

(c) Target Based Pay.

5. Draft a detailed proposal to give potential suppliers details of what the company is looking for in abid.

6. You have to give a feedback for a conclave conducted by FICCI concerning creating conducive environment for business growth in the country. Write the same assuming what would have happened in the conclave.

7. Give an account of modern day visual aids in presentation. Is their use hyped? Discuss.

8. Objectives, Subject and Audience are critical elements to be considered in planning a

presentation.Comment.How would you address these in your presentation?

9.Being a customer Relationship Manager, you have to write an E-mail to an aggrieved client to win him back.present the same here.