

**MBA (FT) 2016 1st semester**  
**Business Communication 6107**

**Time: 3 hours**

**Maximum Marks: 50**

**Answer any five questions. Each question carries 10 marks.**

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- 1. What is the significance of corporate blogging? What are the things one should keep in mind while managing a corporate blog ? Design a corporate blog for your educational institution and elaborate on your strategy.**
- 2. "The best journey that we make in life is meeting people half way" Reflect on this statement in the light of cross cultural communication between any two cultures of your choice. Refer to any one of the frameworks used in class.**
- 3. What should be kept in mind while writing negative letter ? Write a letter to a junior colleague, informing him of his promotion being cancelled due to poor performance.**
- 4. Elaborate on the 7cs of communication with examples**
- 5. How important are non-verbal aspects of communication ? Elaborate on the different facets of non verbal communication with the help of an example of your favorite speaker.**
- 6. Write short notes on any two.**
  - a. Crisis communication**
  - b. Barriers to communication**
  - c. Active listening**