

FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI

Semester Examination 2013

MBA Full time (I year, 1st semester)

Business Communication- 6107

Time allowed 3 Hours

Maximum Marks 50

Instructions : Answer any five questions. Each question carries 10 marks

Q1.	'Power poses send signals both, to the <u>mind of the performer</u> as well <u>as to the audience</u> .' Keeping this dictum in mind, elaborate on the different kinds of gestures and their intended and unintended impact on the audience. In your view what are the key aspects of an effective presentation?	10
Q2	What is the role of communication in an organization? Throw light on different strategies of communication during change in an organization	10
✓ Q3	'Communication holds the key to effective crisis management.' Discuss any two cases of crisis management to support this statement	10
✓ Q4	Present any cross-cultural challenges that you have experienced. Elaborate on the issues that need to be kept in mind while interacting with people from Japan.	10
✓ Q5	Discuss the 7cs of communication. Elaborate with examples	10
Q6	What are the key issues that need to be kept in mind while drafting negative and persuasive messages?	10