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Your Roll No. 1726497

**MBA (FT) 2017 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. Who can be the possible stakeholders for an educational Institute that it should focus on while chalking out corporate communication plans ? Throw light on the various aspects of corporate communication, giving suitable examples wherever required.**
- 2. What factors would you keep in mind while designing the website of your company (previous or Imaginary) for different countries. Refer to any model of culture while giving reasons for your choice of design in different cultures or countries.**
- 3. What should be kept in mind while writing persuasion letters? Write a letter to a senior professor, requesting him to allow you to join as a research intern in a research project he is working on.**
- 4. Elaborate on the 7Cs of communication with appropriate examples**
- 5. Your organization is about to acquire another company. As the Chief executive officer, you have to design a robust communication plan for the employees. What are the different aspects of organizational communication that you would take care of ? Elaborate with the help of an example**
- 6. What are the key factors that make a presentation effective? Elaborate with the help of examples.**