

Or

What do you mean by Curriculum-vitae? Prepare a Curriculum-vitae of yours which you intend to submit as a fresher in a corporate organisation.

6. How would you design a presentation? What would be the visual support you will consider for your business presentation? Is appearance and posture plays vital role for the presentation?

Or

State the various essential qualities of a good business letter. Also draw a proper format of a business letter with all essential components.

7. What is the process of communication? Write its importance and also state barriers in communication.

Or

Draft an open tender notice, inviting quotations from the various parties for purchasing 100 computers with some minimum specifications.

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MBA-018

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7108 Roll No. 

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**M.B.A.**

**(Semester-I) Theory Examination, 2011-12**

**COMMUNICATION FOR MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : Attempt the questions from each Section as indicated.*

**Section-A**

1. Attempt *all* parts of the following :  $2 \times 10 = 20$

(a) "The objectives of any organization can be achieved with effective communication." Explain.

(b) Elaborate videoconferencing.

(c) What do you mean by an iceberg case and dialogue case?

- (d) "Communication means sharing of understanding between people." Explain.
- (e) Define communication. Give its importance in management.
- (f) What do you mean by press conference?
- (g) Prepare a format of minutes of the meeting.
- (h) What do you mean by body language?
- (i) Differentiate between verbal and non-verbal communication.
- (j) Write do's and don'ts of case preparation.

**Section-B**

2. Attempt any *three* parts of the following :  $10 \times 3 = 30$
- (a) Elucidate 7 C's of communication.
  - (b) Explain the various business etiquettes followed in a business organization.
  - (c) Write down a format of an acceptance letter of a job offer.
  - (d) What is the difference between formal and informal communication?
  - (e) Explain the various advantages and disadvantages of oral communication.

**Section-C**

Attempt *all* questions of this section :  $10 \times 5 = 50$

3. Write down the various forms of non-verbal communication and explain its effects.

*Or*

Prepare a notice intimating the member of the general body that the meeting of the body will be held on a specific date, time and place to consider some important issues.

4. Define interview and also explain the various kinds of interview being conducted. How would you prepare for an interview as a candidate?

*Or*

Describe the contribution of internet and its impact on other communication techniques.

5. What is the objective of a report? Explain the various essentials of a report writing. Also explain the various kinds of reports being prepared.