



Printed Pages : 3

MBA-118

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

PAPER ID : 7028

Roll No.

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M.B.A.

(SEM. I) EXAMINATION, 2008-09
COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt all the five questions.*
 - (2) The figures in the **right** hand margin indicate marks.*

1 Answer any **four** of the following in about **5×4=20**
250 words each:

- (a) Define communication and describe process of communication.
- (b) Briefly explain importance of communication in organizations of 20th century. Give suitable examples for the same.
- (c) Distinguish between formal and informal communication.
- (d) Explain five major barriers to communication along with measures to overcome it.
- (e) "The objectives of any organization can be achieved with effective communication". Explain this statement with suitable examples.
- (f) Describe various channels of communication and their effectiveness on the mind of the consumer.



- 2 (a) What are the different parts of a good business letter? Explain. 10
- (b) Describe the importance of words used in a business letter. How words with right strength and vigor are used? Give atleast two suitable examples to support. 10

OR

- (a) Describe essential qualities of a good business letter. 10
- (b) Describe different components of a good business letter and draw a format indicating the position of each component in the letter. 10

- 3 Explain the steps involved in writing a report. 20
What are different styles of report writing ?

OR

What is the purpose of a report? Describe different types of reports required for internal communication. 20

- 4 (a) Describe briefly the importance of persuasive communication in business. 10
How different types of persuasive communication are useful in organizations?
- (b) Describe significance of oral communication in business. How oral communication can be made more effective? 10

OR

- (a) Describe the contribution of internet and its impact on other communication techniques. 10
- (b) Describe the essentials of oral communication. How public speaking is different than close door meeting? 10



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