



(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**(SEM I) ODD SEMESTER THEORY EXAMINATION 2009-10
COMMUNICATION FOR MANAGEMENT***Time : 3 Hours**[Total Marks : 100***PART - I**

- 1 Attempt all questions : (Fill in the gaps with 1×20=20 the most appropriate word)
- (a) A letter written to seek information from other organization is known as _____.
- (b) Any kind of disturbance, bearing a bad affects over the communication at any stage along the process is called _____.
- (c) Encoding of the message is done by the _____ while decoding of the message is done by the _____.
- (d) _____ is the name given to some patterns of speech which result from variation of pitch.
- (e) The reports containing logical arguments, conclusions and recommendations are known as _____.
- (f) The writer may use an _____ to help to bring the letter to the notice of a particular person or department in the recipient company.



- (g) A meeting plan, detailing matters to be discussed, put in a permanent written form is known as _____.
- (h) Minutes should be signed by _____.
- (i) Upward and downward flow of messages constitute _____.
- (j) In India with the letter format of _____ the date line, the complimentary close and the signature are aligned with the right margin.
- (k) Guilty speakers who seek confessional sessions, harassed women colleagues and those in conflict with each other need _____ listening.
- (l) A piece of writing which gives the main points or ideas about a passage is known as _____.
- (m) The branch of study that deals with Body Language is called _____.
- (n) _____ are used to show the quantum of anything concentrated in a geographic area like a Crop, or an Ore etc.
- (o) By virtue of Information Technology now it possible for the people to work together without meeting each other. Such groups are called _____.
- (p) An Adjustment Letter is sent in response to _____.
- (q) A report is a verbal structure, and _____ is the way we select and arrange the elements of the structure.
- (r) The punctuation, used for showing possession is called _____.

- (s) The part of a Manual which contains useful details which are considered worthy to be recorded but which do not merit inclusion in the main body is called _____.
- (t) Lack of communication, because of ambiguous expressions or highly specialist vocabulary inappropriate to the situation, by the sender is known as _____.

PART - II

2 Attempt any two questions from the following : **2×15=30**

- (a) How the Business Correspondence can be made more effective? Also mention the principles of Effective Business Correspondence.
- (b) Assume that you are the Chairman of a Committee appointed by the President of the Employees Union of your company to look into the complaints against the functioning of the canteen on the premises and suggest measures for improvement. Write a report containing your analysis and recommendations.
- (c) How would you prepare a Curriculum Vitae for applying to a Multinational IT Company, for the position of a Senior Engineer.

PART - III

Attempt all questions : 12,5×4

- 3 How does the communication plays a roll in making an organization effective? Also mention what are the different C's of communication.

OR

What kind of Communication is meant by Paralanguage? Also mention different forms of paralanguage, with examples.

- 4 Differentiate between the communications within the Organization and Communication of the Organization with outer world. Discuss the different forms of these communication.

OR

Underline the importance of Reading in the process of learning. Discuss various types of reading styles.

5. What are the different aspects of communication pertaining to employment activities? Underline the salient features while preparing CV and appearing in an interview.

OR

Differentiate between Oral and Aural communication. Also discuss various types of listening.

- 6 Discuss, what are the important parts of a Report? Also mention the features of an Informational Report.

OR

How would you make the presentation of a proposal for opening of more IITs (Indian Institute of Technology) in the country? Mention the different elements of the Presentation.

