

6. Attempt any one out of the following: 1×10=10

- (a) What are the fundamental rules of Business Etiquettes? How should a host and a guest behave in business meals?
- (b) What is a presentation? Why are oral presentations needed? Explain the five star strategy of planning oral presentations.

7. Attempt any one out of the following: 1×10=10

- (a) Define corporate communication. Explain the various tools of public relations.
- (b) Why are press releases issued by companies? What are the essentials of a good press release? Also explain the stages in the preparation of a press release.

—X—

270131]

(4)

12150+1775

Printed Pages :4



*2701 *

311 & 312

NMBA-017/MBTM-017

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

PAPER ID :270131

Roll No.

--	--	--	--	--	--	--	--	--	--

M.B.A

SPL. THEORY EXAMINATION, 2014-15
COMMUNICATION FOR MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note: (i) This paper is in 3 sections. There are a total of 7 questions in all the sections. Section A carries 20 marks, Section B carries 30 marks and Section C carries 50 marks.

(ii) Attempt all sections. Marks are indicated against each question.

SECTION A

1. You are required to answer All the parts of this question. 2×10=20

- (a) Explain the role of Feedback in Communication
- (b) What are the various elements of communication.

270131]

(1)

[Contd...

- (c) Explain the various communication Networks.
- (d) What are the advantages of written communication.
- (e) Why are minutes written and maintained?
- (f) What do you mean by agenda.
- (g) Explain the role of social media in communication.
- (h) What are the elements of a business Presentation.
- (i) Explain Grapevine.
- (j) Explain the importance of corporate communication.

SECTION B

2. Attempt any THREE parts of the following $3 \times 10 = 30$
- (a) "In Business communication Courtesy and clarity are as important as conciseness and completeness". Discuss.
 - (b) What are the various types of Interview. Explain the various Do's and Don't of an interview.
 - (c) Write a letter on behalf of M/s Gears India Ltd., Kolkata to M/s RPM Ltd., demanding payment within a fortnight and threatening legal action in event of non-payment.
 - (d) What is a presentation and what points should be kept in mind while designing a presentation.
 - (e) Explain the various components of corporate communication.

270131]

(2)

[Contd...

SECTION C

Attempt all questions. Every question has a choice. You are required to attempt any 1 part out of the two choices.

3. Attempt any one out of the following: $1 \times 10 = 10$
- (a) What do you mean by communication and Explain the various Barriers to Communication.
 - (b) Explain the Importance of communication in Management. Also explain the communication process in detail.
4. Attempt any one out of the following: $1 \times 10 = 10$
- (a) What is Oral communication? What are the various principles for successful oral communication?
 - (b) Explain the impact of technological advancements in Business Communication.
5. Attempt any one of the following: $1 \times 10 = 10$
- (a) What do you mean by business reports. Explain its various types and also give the layout of a business report.
 - (b) Explain the various advantages and disadvantages of written communication.

270131]

(3)

[Contd...