

Paper Id:

910088

Roll No:

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MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
COMMUNIACTION FOR MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Definition of Oral communication.
 - b. Define Body Language.
 - c. What is the purpose of communication?
 - d. How do you differentiate between press release and press conference?
 - e. Explain Teleconferencing.
 - f. What do you mean by table etiquettes?
 - g. What is the role of social media in communication?
 - h. How many types of business letter?
 - i. What is a synopsis?
 - j. Draw the Performa of sales letter.

SECTION B

- 2. Attempt any three of the following: 10x3=30**
- a. Briefly explain the process of communication.
 - b. What is an effective communication? Describe the principles of effective communication.
 - c. Explain sign language in detail.
 - d. What do you understand by listening? Explain the need listening in business communication.
 - e. In what order should the experience and education be written in a resume?

SECTION C

- 3. Attempt any one part of the following: 10x1=10**
- a. Explain the business etiquette of introducing yourself and others.
 - b. If you are attending an official meeting, what role would you play as a member?
- 4. Attempt any one part of the following: 10x1=10**
- a. Discuss the types of business reports. Draft the layout the style of report.
 - b. Company 'A' want to purchase material from company 'B'. Write business letter on behalf of company 'A' to company 'B'.
- 5. Attempt any one part of the following: 10x1=10**
- a. Today no executive can survive without learning the art of making presentations. Do you agree? Why?
 - b. What are visual aids? Explain different kind of visual aids that could be used while delivering a speech.
- 6. Attempt any one part of the following: 10x1=10**
- a. What are the professional communicator responsibilities?
 - b. Give the guidelines for preparation of a meeting.
- 7. Attempt any one part of the following: 10x1=10**
- a. Explain the purpose of their Interview in detail.
 - b. What are the various categories of information in a resume?