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MBA
(SEM-I) THEORY EXAMINATION 2020-21
COMMUNICATION 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 Communication.
b.	Explain paralanguage.
c.	What are the types of business reports?
d.	Explain Intranet.
e.	What are the elements of elements of presentation?
f.	How do you manage public relation in corporate scenario?
g.	What do you mean by videoconferencing?
h.	Draw a Performa of order letter.
i.	What is research design?
j.	What is audience analysis?

SECTION B**2. Attempt any three of the following:****10x3=30**

a.	“Communication is the life blood of business.” Explain.
b.	Explain the principles of effective communication.
c.	Nonverbal communication is complimentary to verbal communication. Elaborate.
d.	What is meant by listening? How does it differ from hearing?
e.	A successful job application is the first step to ones, career. Elaborate the statement.

SECTION C**3. Attempt any one part of the following:****10x1=10**

a.	What is oral presentation? Why are oral presentation needed?
b.	What do you understand by writing skills? What are the steps for developments of writing skills?

4. Attempt any one part of the following:**10x1=10**

a.	What types of skills are required of the secretary of a meeting?
b.	What is the difference between conferences and meetings?

5. Attempt any one part of the following:**10x1=10**

a.	Do you think the use of visual aids enhances the quality of the presentation? How?
b.	What do you mean by writing a report? What is the process of writing a report?

6. Attempt any one part of the following:**10x1=10**

a.	Which factors should be kept in mind while preparing the order letter?
b.	Write an explanatory note a business to business etiquette.

7. Attempt any one part of the following:**10x1=10**

a.	What do you mean by corporate communication? Explain the components of corporate communication.
b.	What are the responsibilities of an Interviewer?