

Printed Pages : 4

MB-108

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

**PAPER ID : 1141**

Roll No.

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**M. B. A.**

**(Semester-I) Theory Examination, 2012-13**

**MANAGERIAL COMMUNICATION**

*Time : 2 Hours]*

*[Total Marks : 50*

*Note : Attempt question from all Sections as per instructions.*

**Section-A**

Attempt *all* parts of this question.  $2 \times 5 = 10$

1. (a) Communication is the life blood of any organization. Discuss.
- (b) Define Reports and explain what precautions should be taken before writing a report.
- (c) What factors should be kept in mind while using audio-visual aids during presentation ?

- (d) What is an Agenda ? Briefly describe features of Agenda.
- (e) What is Meeting ? How do we define Minutes of Meeting.

**Section-B**

2. Attempt any *three* parts of this question.  $5 \times 3 = 15$

- (a) What is Memo ? What are its characteristics and uses ? Explain the difference between a Memo and a letter.
- (b) What is a Presentation ? What are its objectives ? Discuss in detail different kinds of presentations ?
- (c) What are the different types of listening ? What are the factors that affect listening process and how can one become a good listener ?
- (d) What is Curriculum-Vitae ? Design a CV applying for the post of Sales Executive in a pharmaceutical company.
- (e) What do you mean by Business Correspondence ? Discuss various types of correspondence ? Discuss the uses of Business Correspondence.

**Section-C**

Attempt *all* questions of this Section. 10×5=50

3. What factors should be kept in mind while designing and effective business presentation ?

**Or**

What factors should be kept in mind during delivery of a presentation ?

4. Discuss Guidelines to be followed by an interviewee while appearing for an interview.

**Or**

Do you think it is also necessary for the interviewer to prepare for the interview ? What kind of preparations would you recommend for him ?

5. What are barriers to communication ? Describe various types of barriers in detail.

**Or**

What is listening ? What are four stages of listening ? Discuss advantages of listening in detail.

6. What is Non-Verbal Communication ? What are its characteristics ? How misinterpretation of non-verbal clues like paralanguage, body language, space language and time language affect communication ?

**Or**

While writing a business letter various parts are to be considered. Discuss in details all the parts of business letters.

7. Discuss the process of communication. Explain any one model of communication which involves feedback.

**Or**

Discuss Seven Principles of Business Correspondence in detail.

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